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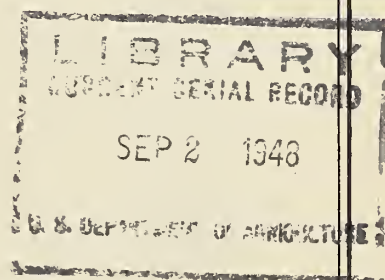


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**SOURCES AND DISTRIBUTION OF CITRUS JUICES  
PURCHASED BY WHOLESALE BUYERS, 1946-47** ✓

**HARRY C. HENSLEY**

and

**ANNE L. GESSNER**



Preliminary Report of a study made under the Research  
and Marketing Act Project "Merchandising  
Products Processed by Horticultural Cooperatives"

COOPERATIVE RESEARCH AND SERVICE DIVISION  
FARM CREDIT ADMINISTRATION  
UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.

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## SUMMARY

This report is an analysis of the purchases of more than 2,000 chain-store and wholesale-grocer buyers of canned citrus juices for the 1946-47 season. It supplies detailed information on the quantities of each kind and type of the major citrus juices purchased, according to three classifications--types of buyers, producing areas from which the juices were purchased, and regional locations of the warehouses to which these purchases were distributed. In addition, it includes information on purchases of canned and frozen concentrates and frozen single-strength juices.

This is the third and final report developed from the questionnaire used in a survey of wholesale buyers of citrus juices, and represents the completion of one phase of a larger project dealing with the merchandising of products processed by horticultural cooperatives.

The most recent figures available indicate that agricultural cooperatives produced over 31 percent, or very close to a third, of the citrus juices processed in 1946-47. They, therefore, represent a major factor in the citrus industry. The information contained in this report should be helpful to these cooperative processors, as well as to other packers, in the over-all picture it presents of the distribution of their products--a picture that is particularly significant inasmuch as it shows the pattern for purchases equivalent to more than half of the actual production in the 1946-47 season. Some of the quantitative data in this report have already been made available to citrus processors in preliminary tables, at the request of the National Citrus Advisory Committee, to help develop merchandising plans and summer advertising programs.

Briefly, the questions this report discusses are:

- (1) Approximate number of cases of canned single-strength citrus juice of each kind and type purchased during the 1946-47 season from each of the leading citrus States; (2) approximate quantities of citrus juice concentrates (canned or frozen) purchased in 1946-47 of each kind from each of the producing areas; and
- (3) quantity of frozen single-strength citrus juices purchased by kind and State from which purchased.

In reference to the first question, buyers giving answers to these questions purchased, on an actual case basis, more than 27.8 million cases of grapefruit, orange, blended, tangerine, and lemon juices in 1946-47. For that same period the total United States production of these five citrus juices amounted to approximately 49.4 million cases, on a No. 2 basis.

Of the total United States production, Florida produced the major portion--37.2 million cases, or slightly over three-fourths; Texas 8.7 million cases, or a little over 18 percent; and California-Arizona 3.5 million cases, or over 6 percent. In both Texas and California-Arizona, the major emphasis has been placed on marketing fresh citrus fruits, with Florida placing greater emphasis on processing.

Buyers' reported purchases of the three major citrus juices--grapefruit, orange, and blended--reflected the production pattern for these juices in the producing areas. Over 76 percent of these purchases came from Florida, more than 16 percent from Texas, and less than 8 percent from California-Arizona--each percentage running close to the total production percentage given in the preceding paragraph for each region.

Almost three-fourths of the purchases of grapefruit juice reported by all buyers in this survey and more than half of both the orange juice and the blended juice was unsweetened. A larger proportion of the citrus juice produced in Florida is sweetened than in the other producing areas. Florida supplied more than four-fifths of the sweetened grapefruit juice purchases and slightly over two-fifths of the unsweetened. Texas supplied about 15 percent of the sweetened and a little over half of the unsweetened, and California-Arizona only small quantities of both types of grapefruit juice. Florida produced the large share of the reported orange juice purchases, about 96 percent of the sweetened and more than three-fourths of the unsweetened, while California-Arizona supplied most of the balance. Likewise, Florida was the major source for blended juice purchases, supplying over 90 percent of both sweetened and unsweetened.

An analysis of these citrus juice purchases by geographic regions indicated that the distribution pattern generally followed was a logical one, with buyers obtaining their supplies, for the most part, from the nearest producing area. For example, buyers of grapefruit juice in the New England, Middle Atlantic, South Atlantic, and East South Central regions obtained approximately 70 percent or more of their supplies from Florida. Those in the West North Central, West South Central, and Mountain regions purchased 70 percent or more from Texas. In the Pacific region buyers obtained a substantial amount of their purchases from California-Arizona. Similarly, buyers of orange juice in the Mountain and Pacific regions obtained larger percentages of their purchases from California-Arizona than did buyers in each of the other regions. Although California-Arizona produced less than 1 percent of the United States production of blended juice, buyers in the Pacific region obtained more than 10 percent of their purchases from that producing area.

Reported purchases of tangerine juice amounted to about 664,000 cases, a little over half of which was purchased by nonchain-store buyers. Purchases of over 350,000 cases of lemon and lime juices were reported, with chain-store buyers purchasing more than three-fifths of the lemon juice and over half of the lime juice.

The reasons generally given by both chain-store and nonchain-store buyers for purchasing canned single-strength juices from the sources indicated included quality, price, brand, availability, consumer demand, broker representation, and favorable freight rates.

In reference to the second and third questions, only a small number of buyers mentioned purchases of canned or frozen citrus concentrates, or of frozen single-strength citrus juices.

SOURCES AND DISTRIBUTION OF CITRUS JUICES PURCHASED  
BY WHOLESALE BUYERS, 1946-47

By

Harry C. Hensley and Anne L. Gessner  
Agricultural Economists

This report analyzes by kind, type, and producing area the purchases of more than 27.8 million cases made by 2,133 wholesale buyers of citrus juices during the 1946-47 season. It is the third and final report in a series of three dealing with marketing citrus juices. With its release, one phase is now completed of a much broader study on merchandising products processed by horticultural cooperatives being made under the Research and Marketing Act of 1946.

Replies of wholesale buyers to questions 1, 4, 8, and 9 of the questionnaire, reproduced at the end of the report, supply the data. Answers to question 1 gave information on the source and number of cases of the five major citrus juices purchased in 1946-47 by each wholesale buyer replying. Question 4 supplied the names of the three principal brands purchased in 1946-47. Replies to questions 8 and 9 furnished information on the sources and quantities of frozen and canned citrus concentrates and of frozen single strength citrus juices purchased by wholesale buyers.

At the request of the National Citrus Advisory Committee, the principal quantitative data contained in this report were made available in May in preliminary tables to the processors of citrus products. This was done so these processors could use the data in connection with merchandising plans and summer advertising programs.

The first report in this series, Miscellaneous (FCA) Report 114, issued in January 1948, dealt with wholesale buyers' suggestions for expanding markets and improving the distribution of citrus juices and covered questions 10 and 11 of the same questionnaire from which this report is developed. 1/ In their suggestions for expanding markets, buyers emphasized the value of citrus juices in the diet and stressed the need for

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1/ Hensley, Harry C., and Gessner, Anne L. Buyers Suggestions for Expanding Markets and Improving Distribution of Citrus Juices. Misc. Report No. 114, Farm Credit Administration, U.S. Department of Agriculture.

NOTE. - Acknowledgment is made of the fine cooperation of wholesale-grocer and chain-store buyers in supplying the information on which this study is based; of the assistance of the following staff members of the Cooperative Research and Service Division: M. C. Gay, K. B. Gardner, and J. K. Samuels, economists, for helpful suggestions; Rushia K. Owens, statistician, for statistical work; and Flossie Holt for handling the copy.

improving flavor by selecting for processing only mature, tree-ripened fruit. They also mentioned the need for strict control of quality and sanitation in the processing plant. Quality and price were most frequently mentioned as the basis for building a successful educational and merchandising program to expand markets. Their ideas for increasing efficiency in distribution were concerned principally with price stability and economies in transportation.

The second report in the series, Miscellaneous (FCA) Report 115, released in April 1948, discussed wholesale buyers' replies to questions 2, 3, 5, 6, and 7 of the questionnaire. 2/ The analysis of the replies to these five questions indicated: (1) that buyers of citrus juices depend largely upon taste and sight to determine quality, (2) that about half of them prefer to distribute under their own labels and the other half under the packer's labels, (3) that they most frequently use a combination of packer's sample and U. S. grade as a basis for buying, (4) that about two-thirds of them favor products processed in plants having continuous inspection at the packer's plant by the U. S. Department of Agriculture, and (5) that in all areas except the South the large 46-ounce can moves best. A more complete picture of buyers' likes and dislikes thus was revealed by the second report.

#### The Sample

The sample in this study has been discussed in some detail in the second report previously released in this series, Miscellaneous (FCA) Report 115. It is, therefore, considered desirable here merely to indicate the number and types of warehouses for which data have been supplied.

The total number of warehouses is shown for each of the three major types of buyers, by county location, in figure 1. This information formerly appeared in Miscellaneous Report 115. It is reproduced in this report for convenience of the reader. Nonchain-store warehouses numbered 2,049, and chain-store warehouses, 336. Eleven of the larger chains had branch warehouses and accounted for 132 of the chain-store warehouses located on the map. Fourteen of the large wholesale grocers distributed to 157 branch warehouses. Table 1 shows the number of chain-store and nonchain-store (wholesale grocer and cooperative wholesale) warehouses by geographic regions.

The quantity data on purchases delivered to each branch warehouse were supplied on a special warehouse form. This was an abbreviated questionnaire which covered only questions 1, 8, and 9, or the quantity information, on the master questionnaire reproduced at the end of this report.

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2/ Hensley, Harry C., and Gessner, Anne L. Wholesale Buyers' Attitudes Toward Citrus Juices. Misc. Report No. 115, Farm Credit Administration, U. S. Department of Agriculture.

# LOCATION OF WAREHOUSES BY TYPES\*

FIGURE 1

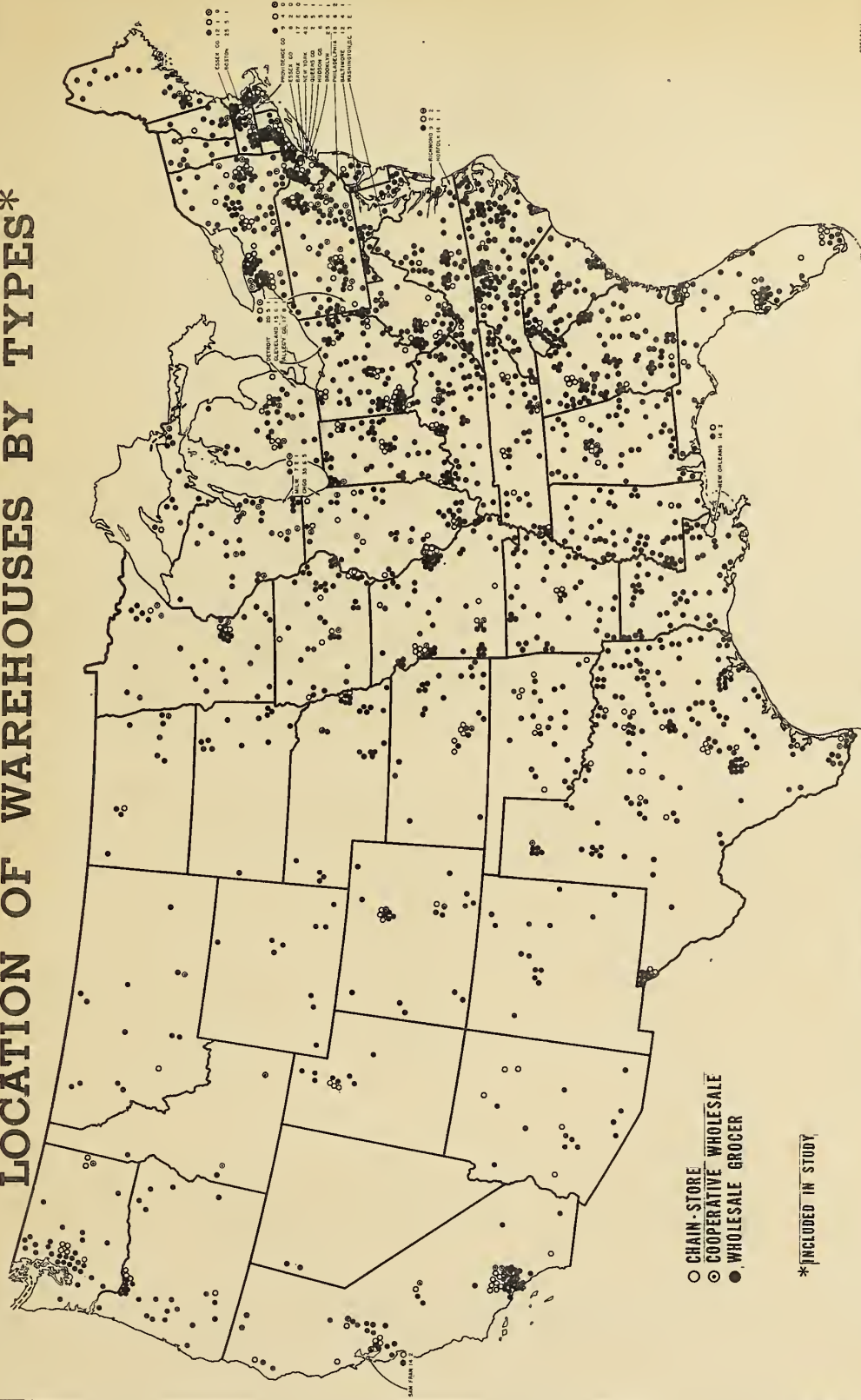




Table 1.- Chain-store and nonchain-store warehouses for which citrus juice purchases were reported, by regions, 1946-47

Region	Chain		Nonchain		All types	
	Number of:		Number of:		Number of:	
	warehouses:	Percent:	warehouses:	Percent:	warehouses:	Percent:
New England	29	17.4	138	82.6	167	100
Middle Atlantic	75	19.2	315	80.8	390	100
E. North Central	62	17.2	299	82.8	361	100
W. North Central	31	13.8	193	86.2	224	100
South Atlantic	48	10.1	428	89.9	476	100
E. South Central	17	8.1	193	91.9	210	100
W. South Central	32	10.2	281	89.8	313	100
Mountain	13	13.7	82	86.3	95	100
Pacific	29	19.5	120	80.5	149	100
Total	336	14.1	2,049	85.9	2,385	100

Purchases of all canned citrus juices, single-strength, delivered to chain-store and nonchain-store warehouses included in this survey, amounted to more than 27.8 million cases in 1946-47. This is on an actual case basis and amounts to more than half the United States total production. Total United States production of single-strength canned citrus juices for the same season amounted to approximately 49.4 million cases, on a No. 2 can size basis (table 2)

Table 2.- United States production of canned single-strength citrus juices by producing areas, 1946-47

(Thousands of cases: Basis 24 No. 2 cans to a case)

Juices	Florida	Texas	California-Arizona	Total
Grapefruit	8,583	8,240	791	17,614
Orange	17,294	102	2,321	19,717
Blended	10,034	340	85	10,459
Tangerine	1/ 1,260	-	-	1/ 1,260
Lemon	-	-	327	327
Total	37,171	8,682	3,524	49,377

1/ Includes 80,438 cases of tangerine and orange blend.

Source: Canned Citrus Fruit Segments and Juices, Annual Pack and Disposition Data, 1928-29 to 1945-46. Production and Marketing Administration, U.S.D.A. June 1947. Supplementary tables issued April 12, 1948.

Of the total United States production, Florida produced the major portion--37.2 million cases, or slightly over three-fourths. Texas processed 8.7 million cases, or a little over 18 percent, and California-Arizona 3.5 million cases, over 6 percent. In both Texas and California-Arizona, the major emphasis has been placed on marketing fresh citrus fruits, with Florida placing greater emphasis on processing.

Purchases made by the buyers in this survey of the three major citrus juices--grapefruit, orange, and blended--reflected the production pattern for these juices in the principal producing areas (table 3 and figure 2).

Table 3.- Reported purchases of wholesale buyers of major citrus juices compared with United States production, by producing areas, 1946-47

Juices:	Percent of purchases reported by wholesale buyers from -			Total	Percent of United States production from - <u>1/</u>			Total
	Florida:	Texas:	California-Arizona:		Florida:	Texas:	California-Arizona:	
Grape-fruit:	54.0	40.8	5.2	100	48.7	46.8	4.5	100
Orange:	86.1	1.3	12.6	100	87.7	0.5	11.8	100
Blended:	95.4	2.7	1.9	100	95.9	3.3	0.8	100
Total:	76.3	16.2	7.5	100	75.1	18.2	6.7	100

1/ Based on production figures given in table 2.

Of the purchases reported in this study, Florida produced a little over 76 percent, Texas more than 16 percent, and California-Arizona somewhat less than 8 percent--all three percentages running close to the over-all production percentages given in the preceding paragraph for the three regions.

On an individual juice basis, 88 percent of the orange juice was packed by Florida, about 12 percent by California-Arizona, and less than 1 percent by Texas. Closely following this pattern, the wholesale buyers reporting in this survey purchased about 86 percent of their orange juice from Florida, 13 percent from California-Arizona, and 1 percent from Texas.

Of the blended juice, Florida packed approximately 96 percent, Texas 3 percent, and California-Arizona 1 percent. Buyers reported purchasing about 95 percent from Florida, 3 percent from Texas, and 2 percent from California-Arizona.

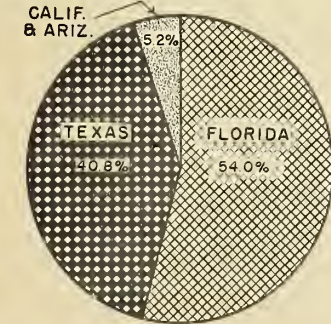
From this analysis, the sample represented in the study appears satisfactory for both orange and blended juices. It is somewhat less satisfactory for grapefruit juice. Table 3 indicates that Florida packed about 49 percent of the grapefruit juice, Texas 47 percent, and

FIGURE 2

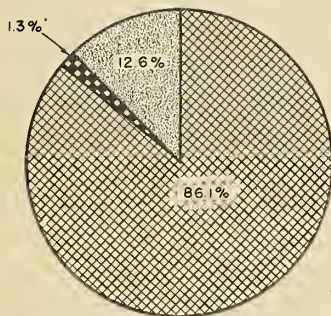
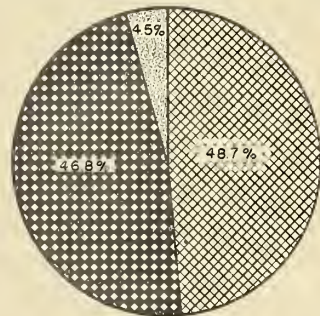
PURCHASES OF THE THREE MAJOR CITRUS JUICES REPORTED  
BY CHAIN-STORE & NONCHAIN-STORE BUYERS COMPARED  
WITH U.S. PRODUCTION, BY PRODUCING AREAS, 1946-47

PERCENT OF PURCHASES REPORTED

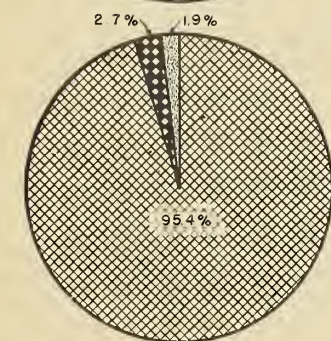
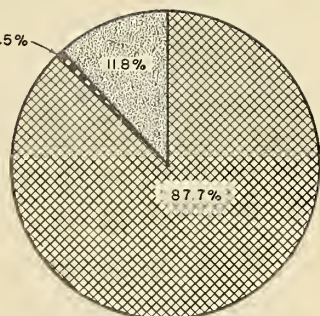
PERCENT OF U.S. PRODUCTION



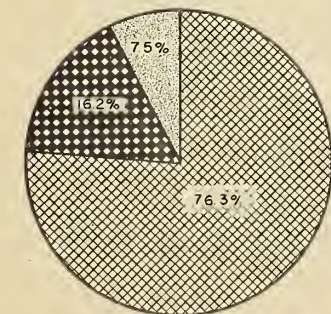
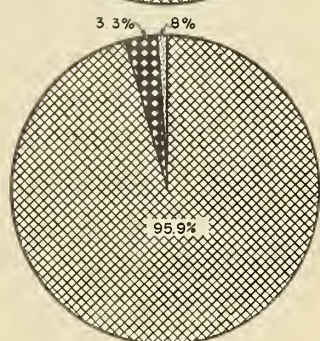
GRAPEFRUIT JUICE



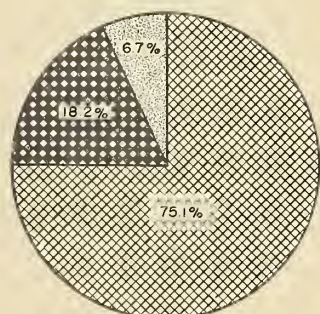
ORANGE JUICE



BLENDED JUICE



TOTAL-THREE MAJOR JUICES





California-Arizona over 4 percent. Buyers reporting in this study purchased 54 percent of their grapefruit juice from Florida, 41 percent from Texas, and 5 percent from California-Arizona.

Types of Citrus Juices Purchased by all Buyers

Total purchases of the three major citrus juices in 1946-47 reported by chain-store and nonchain-store buyers combined are shown by type, sweetened and unsweetened, in table 4 and figure 3. About 73 percent of all

Table 4.- Total purchases of major canned citrus juices by type, 1946-47  
(Hundreds of actual cases)

	Grapefruit juice		Orange juice		Blended juice		Total	
Type	Number	Per-	Number	Per-	Number	Per-	Number	Per-
	of	cent	of	cent	of	cent	of	cent
	cases		cases		cases		cases	
Sweetened	26934	27.2	46130	41.8	28173	47.7	101237	37.7
Unsweetened	71949	72.8	64105	58.2	30940	52.3	166994	62.3
Total <u>1/</u>	98883	100.0	110235	100.0	59113	100.0	268231	100.0

1/ Includes distribution to Canada.

grapefruit juice purchases reported, approximately 58 percent of the orange juice purchases, and 52 percent of the blended juice purchases were unsweetened. For the combined major citrus juices mentioned, the unsweetened represented more than 62 percent, or close to two-thirds of the total.

A further analysis of the types of major citrus juice purchases reported is broken down by producing areas in table 5. A larger proportion of Florida's citrus juice production is sweetened than in the other producing areas. Of the sweetened grapefruit juice purchases, about 83 percent was purchased from Florida, 15 percent from Texas, and 2 percent from California-Arizona. Just over half of the unsweetened grapefruit juice came from Texas, while 43 percent was purchased in Florida, and over 6 percent in California-Arizona.

By far the largest portion of the sweetened orange juice, 96 percent, came from Florida. Three percent came from California-Arizona, and 1 percent from Texas. About 79 percent of the unsweetened orange juice was purchased in Florida, almost 20 percent in California-Arizona, and somewhat less than 2 percent in Texas.

Table 5.- Total purchases of major canned citrus juices by type and area from which purchased, 1946-47  
(Hundreds of actual cases)

Commodity	Florida		Texas		California-Arizona		All areas	
	Number of cases	Per-cent	Number of cases	Per-cent	Number of cases	Per-cent	Number of cases	Per-cent
Grapefruit juice:								
Sweetened	22386	83.1	3971	14.8	577	2.1	26934	100.0
Unsweetened	31010	43.1	36367	50.5	4572	6.4	71949	100.0
Orange juice:								
Sweetened	44343	96.1	407	0.9	1380	3.0	46130	100.0
Unsweetened	50598	78.9	979	1.5	12528	19.6	64105	100.0
Blended juice:								
Sweetened	27474	97.5	420	1.5	279	1.0	28173	100.0
Unsweetened	28951	93.6	1171	3.8	818	2.6	30940	100.0
Total	204762	1/76.3	43315	16.2	20154	7.5	268231	100.0

1/ Includes distribution to Canada.

Buyers reported that almost 98 percent of their sweetened blended juice was purchased from Florida, and about 1 percent each from Texas and California-Arizona. Almost 94 percent of the unsweetened blended juice was purchased in Florida, about 4 percent in Texas, and over 2 percent in California-Arizona.

Out of the combined total of all kinds and types of the three major citrus juices purchased by these buyers, slightly more than three-fourths came from Florida, while over 16 percent came from Texas, and about half that much, or approximately 8 percent, from California-Arizona.

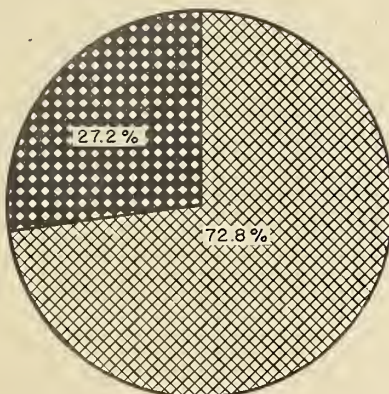
#### Regional Purchases by Type of Citrus Juice and Buyer

A regional analysis of the types of the three major citrus juices purchased by chain-store and by nonchain-store buyers is shown in tables 6 to 8. The slight differences in a few of the percentages in these tables from those in table 4 are accounted for by the fact that distribution of purchases to Canadian warehouses is not included.

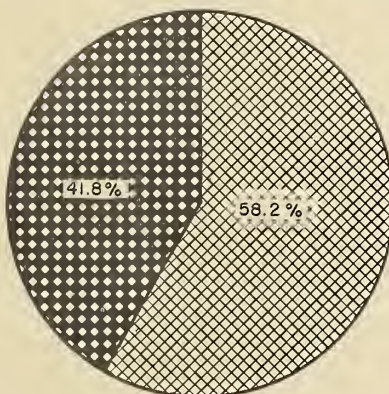
FIGURE 3

PURCHASES REPORTED BY CHAIN-STORE AND  
NONCHAIN-STORE BUYERS OF THE THREE MAJOR  
CITRUS JUICES BY TYPE, 1946-47

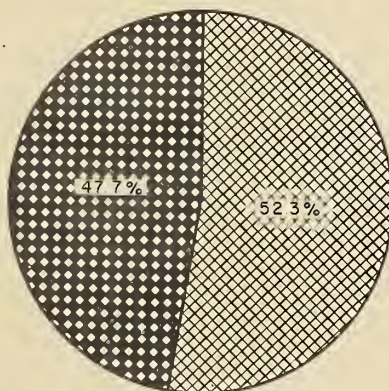
GRAPEFRUIT JUICE



ORANGE JUICE



BLENDED JUICE



UNSWEETENED  
SWEETENED



# Grapefruit Juice

Over half of the purchases of grapefruit juice made by all buyers reporting in the South Atlantic and East South Central areas was sweetened juice (table 6). Unsweetened grapefruit juice constituted more than 88 percent of the West South Central purchases, about 82 percent of those in the West North Central area, and three-fourths or more of the purchases distributed to warehouses in the Middle Atlantic, Mountain, and Pacific areas.

Table 6.- Percentages of sweetened and unsweetened grapefruit juice purchased by chain-store and nonchain-store buyers, 1946-47 1/

Region 2/	Sweetened			Unsweetened		
	Chain	Nonchain	Total	Chain	Nonchain	Total
	Percent	Percent	Percent	Percent	Percent	Percent
New England	47.4	35.6	43.6	52.6	64.4	56.4
Middle Atlantic	26.4	23.0	25.1	73.6	77.0	74.9
E. North Central	33.8	21.6	28.6	66.2	78.4	71.4
W. North Central	27.3	13.8	18.3	72.7	86.2	81.7
South Atlantic	57.4	60.2	58.9	42.6	39.8	41.1
E. South Central	68.7	49.0	55.4	31.3	51.0	44.6
W. South Central	7.2	14.6	11.8	92.8	85.4	88.2
Mountain	19.8	26.6	23.0	80.2	73.4	77.0
Pacific	30.3	17.2	23.9	69.7	82.8	76.1
U. S. total	3/ 29.5	24.6	3/ 27.4	3/ 70.5	75.4	3/ 72.6

1/ A complete analysis by producing areas and States to which juices were distributed appears in Appendix tables 1 and 2.

2/ Distribution to Canadian warehouses is not included.

3/ U. S. total includes some data which could not be broken down by types of juice for each region.

Approximately 30 percent of the chain-store purchases of grapefruit juice for all areas was sweetened, compared with 25 percent of the nonchain-store purchases. The percentage of sweetened was lowest for chain-store buyers in the West South Central area, approximately 7 percent. It was comparatively low also for nonchain-store buyers in this area, about 15 percent.

# Orange Juice

The percentage of sweetened orange juice purchased was larger than unsweetened in the New England, South Atlantic, East South Central, and West South Central regions (table 7). In the Pacific area, unsweetened orange juice constituted approximately 84 percent of the orange juice purchased by all buyers reporting, and in the East North Central area it accounted for two-thirds of the purchases. Also, in the Middle Atlantic, West North Central, and Mountain regions over half the orange juice purchased by all buyers reporting was unsweetened.

Table 7.- Percentages of sweetened and unsweetened orange juice purchased by chain-store and nonchain-store buyers, 1946-47 1/

Region 2/	Sweetened			Unsweetened		
	Chain	Nonchain	Total	Chain	Nonchain	Total
	Percent	Percent	Percent	Percent	Percent	Percent
New England	79.9	41.0	65.7	20.1	59.0	34.3
Middle Atlantic	44.3	50.4	47.2	55.7	49.6	52.8
E. North Central	26.8	39.0	33.1	73.2	61.0	66.9
W. North Central	17.1	58.2	47.3	82.9	41.8	52.7
South Atlantic	40.5	72.9	57.5	59.5	27.1	42.5
E. South Central	49.7	79.5	71.9	50.3	20.5	28.1
W. South Central	39.2	60.9	53.8	60.8	39.1	46.2
Mountain	9.3	60.6	42.0	90.7	39.4	58.0
Pacific	23.6	12.3	16.1	76.4	87.7	83.9
U. S. total	3/ 34.2	51.3	3/ 41.9	3/ 65.8	48.7	3/ 58.1

1/ A complete analysis by producing areas and States to which juices were distributed appears in Appendix tables 3 and 4.

2/ Distribution to Canadian warehouses is not included.

3/ U. S. total includes some data which could not be broken down by types of juice for each region.

More than half of the orange juice purchased by nonchain-store buyers in all regions was sweetened, as compared with only about a third of that purchased by chain-store buyers. However, the percentage of sweetened orange juice purchased by chain-store buyers was particularly high in the New England area, where about 80 percent was reported as sweetened juice. In the Mountain area, on the other hand, less than 10 percent of chain-store purchases was sweetened. Percentages of sweetened purchased by nonchain-store buyers were highest in the South Atlantic and East South Central regions, where these buyers reported that 98 percent or more of their supplies were purchased from Florida.

# Blended Juice

The percentage of sweetened blended juice purchased by chain-store and nonchain-store buyers combined in the East South Central area was particularly high, amounting to almost 82 percent of all purchases reported for the area (table 8). In New England, sweetened represented three-fourths of the blended juice purchased in that area by all types of buyers. It constituted more than 60 percent in the East North Central and South Atlantic regions, and more than half in the Middle Atlantic and West North Central regions.

Table 8.- Percentages of sweetened and unsweetened blended juice purchased by chain-store and nonchain-store buyers, 1946-47 1/

Region 2/	Sweetened			Unsweetened		
	Chain	Nonchain	Total	Chain	Nonchain	Total
	Percent	Percent	Percent	Percent	Percent	Percent
New England	88.3	49.3	74.7	11.7	50.2	25.3
Middle Atlantic	49.3	56.8	52.5	50.7	43.2	47.5
E. North Central	65.7	57.6	61.6	34.3	42.4	38.4
W. North Central	48.3	63.4	58.9	51.7	36.6	41.1
South Atlantic	60.9	76.4	66.8	39.1	23.6	33.2
E. South Central	96.4	69.4	81.5	3.6	30.6	18.5
W. South Central	12.1	49.0	34.3	87.9	51.0	65.7
Mountain	9.6	71.4	49.5	90.4	28.6	50.5
Pacific	33.8	41.6	38.4	66.2	58.4	61.6
U. S. total	3/ 42.2	57.2	3/ 47.7	3/ 57.8	42.8	3/ 52.3

1/ A complete analysis by producing areas and States to which juices were distributed appears in Appendix tables 5 and 6.

2/ Distribution to Canadian warehouses is not included.

3/ U. S. total includes some data which could not be broken down by types of juice for each region.

Of the total nonchain-store purchases of blended juice for all areas, slightly over 57 percent was sweetened, while, on the other hand, almost 58 percent of total chain-store purchases was unsweetened. Chain-store purchases of sweetened were particularly low in the Mountain region, less than 10 percent. The chain-store percentage of sweetened blended juice was high, however, in the East South Central and New England regions.

Regional Purchases by Producing Area and Type of Buyer

Tables 9 to 11 show the percentages of the major citrus juices purchased by chain-store and nonchain-store buyers from each producing area, according to geographic region.

Grapefruit Juice

More than half--about 54 percent--of the purchases of both sweetened and unsweetened grapefruit juice made by chain-store and nonchain-store buyers combined for all regions came from Florida, over two-fifths came from Texas, and a little more than 5 percent from California-Arizona (table 9). When analyzed by types of buyers, chain-store buyers in all regions purchased nearly 60 percent of their supplies of grapefruit juice from Florida and about 36 percent from Texas. Nonchain-store buyers purchased about equal percentages from Florida and from Texas. Chain-store and nonchain-store buyers purchased about the same percentages from California-Arizona.

Table 9.- Percentages of grapefruit juice purchased from the three major producing areas by chain-store and nonchain-store buyers, 1946-47 <sup>1/</sup>

Region 2/	Florida			Texas			California-Arizona		
	Chain	Non-chain	Total	Chain	Non-chain	Total	Chain	Non-chain	Total
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
New England	95.5	94.9	95.3	4.5	4.3	4.5	-	0.8	0.2
Middle Atlantic	76.6	70.6	75.0	23.2	27.9	24.4	0.2	1.5	0.6
E. North Central	51.9	47.8	50.3	48.1	49.4	48.6	3/	2.8	1.1
W. North Central	38.5	18.5	25.5	61.5	80.1	73.6	3/	1.4	0.9
South Atlantic	98.8	96.2	97.7	1.2	3.3	2.1	-	0.5	0.2
E. South Central	76.5	65.0	69.3	23.5	34.8	30.6	-	0.2	0.1
W. South Central	6.1	5.3	5.6	93.9	94.3	94.1	-	0.4	0.3
Mountain	8.5	25.3	16.4	76.3	61.4	69.3	15.2	13.3	14.3
Pacific	17.4	49.3	32.9	40.0	23.4	31.9	42.6	27.3	35.2
U. S. total	4/59.3	47.6	4/54.3	4/35.6	47.0	4/40.4	4/5.1	5.4	4/5.3

<sup>1/</sup> A complete analysis by producing areas and States to which juices were distributed appears in Appendix tables 1 and 2.

<sup>2/</sup> Distribution to Canadian warehouses is not included.

<sup>3/</sup> Less than .05 percent.

<sup>4/</sup> U. S. total includes some data which could not be broken down by types of juice for each region.

The analysis of sources of purchases for buyers in the different geographic regions indicates that the distribution pattern generally followed was a logical one, with buyers obtaining their supplies, for the most part, from the nearest producing area. Chain and nonchain-store buyers combined in the New England and South Atlantic areas, purchased 95 percent or more of their grapefruit juice supplies from Florida. Both types of buyers in the Middle Atlantic area together purchased three-fourths of their supplies in Florida; those in the East South Central area, almost 70 percent; and in the East North Central slightly over half from Florida. Buyers in the West South Central area, on the other hand, purchased less than 6 percent from Florida, with 94 percent being purchased in Texas. The West North Central and Mountain areas also reported large percentages purchased in Texas.

Chains in the West North Central and East South Central areas purchased substantially larger percentages from Florida than did nonchains, while nonchain-store buyers in the Mountain and Pacific areas reported a much larger percentage of their purchases made in Florida than did the chains in these two areas. In the latter area, chains purchased about 43 percent of their supplies from California-Arizona. The importance of nearness of warehouse location to producing area is reflected in the high percentages purchased from Florida by chain-store buyers in the five eastern regions. These regions, New England, Middle Atlantic, South Atlantic, East North Central, and East South Central accounted for two-thirds of the chain-store warehouses.

#### Orange Juice

More than 86 percent of all orange juice purchased by the combined chain-store and nonchain-store buyers who reported in this survey came from Florida, about 13 percent from California-Arizona, and 1 percent from Texas (table 10). When analyzed by types of buyers, chain-store buyers purchased more than 90 percent of their supplies from Florida and only about 9 percent from California-Arizona. Nonchain-store buyers purchased about 81 percent of their orange juice from Florida and 18 percent from California-Arizona. Purchases from Texas represented about the same percentage for both the chain-store and nonchain-store buyers.

On a regional basis, all buyers reporting in the New England, South Atlantic, and East South Central regions purchased about 95 percent or more of their orange juice from Florida. Buyers in all other regions except the Pacific, purchased about three-fourths or more of their supplies from this source. The Pacific area buyers purchased more than half from the nearest producing area--California-Arizona. However, this percentage was greatly influenced by nonchain-store buyers. They bought 64 percent of their orange juice from California-Arizona, while chain-store buyers purchased slightly over a fourth of their supplies from that source.

Table 10.- Percentages of orange juice purchased from the three major producing areas by chain-store and nonchain-store buyers, 1946-47 <sup>1/</sup>

Region <sup>2/</sup>	Florida			Texas			California-Arizona		
	Chain	Non-chain	Total	Chain	Non-chain	Total	Chain	Non-chain	Total
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
New England	94.7	93.4	94.4	-	0.1	3/	5.3	6.5	5.6
Middle Atlantic	91.2	83.5	88.8	0.7	0.1	0.5	8.1	16.4	10.7
E. North Central	89.1	79.4	85.1	0.7	1.0	0.8	10.2	19.6	14.1
W. North Central	91.2	84.8	86.8	0.2	2.0	1.5	8.6	13.2	11.7
South Atlantic	95.4	97.9	96.6	-	0.1	3/	4.6	2.0	3.4
E. South Central	95.4	98.6	97.6	1.0	0.4	0.6	3.6	1.0	1.8
W. South Central	79.8	79.8	79.8	11.1	7.9	9.0	9.1	12.3	11.2
Mountain	67.7	77.4	73.9	14.4	1.2	6.0	17.9	21.4	20.1
Pacific	72.9	33.9	48.0	1.2	2.1	1.8	25.9	64.0	50.2
U. S. total	4/90.2	81.1	4/86.1	4/ 1.1	1.4	4/ 1.3	4/8.7	17.5	4/12.6

<sup>1/</sup> A complete analysis by producing areas and States to which juices were distributed appears in Appendix tables 2 and 4.

<sup>2/</sup> Distribution to Canadian warehouses is not included.

<sup>3/</sup> Less than .05 percent.

<sup>4/</sup> U. S. total includes some data which could not be broken down by types of juice for each region.

In the Mountain area, also, chain-store buyers were somewhat lower in the percentage purchased in Florida, buying slightly over two-thirds of their supply from that State. They ranked next to the Pacific chain-store buyers in percentage of purchases by chain-store buyers from California-Arizona--with about 18 percent from that source--and exceeded all other buyers in the percentage of their purchases of orange juice from Texas.

#### Blended Juice

The percentage of blended juice purchased from Florida by all buyers was approximately 96 percent of the total, with each of the other two producing areas supplying around 2 percent (table 11). Chain-store buyers purchased a somewhat higher proportion of their blended juice from Florida than nonchain-store buyers.

In the New England, South Atlantic, and East South Central regions, chain-store buyers bought all of their blended juice from Florida. The lowest percentage from Florida was purchased by nonchain-store buyers in the West South Central Region, who purchased about 58 percent of their supplies of blended juice from that source and more than 38 percent from Texas. The largest percentage purchased from California-Arizona was by nonchain-store

buyers in the Pacific region, who purchased close to a fifth of their blended juice from that producing area.

Table 11.- Percentages of blended juice purchased from the three major producing areas by chain-store and nonchain-store buyers, 1946-47 <sup>1/</sup>

Region <sup>2/</sup>	Florida			Texas			California-Arizona		
	Chain	Non-chain	Total	Chain	Non-chain	Total	Chain	Non-chain	Total
	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-
	cent	cent	cent	cent	cent	cent	cent	cent	cent
New England	100.0	99.3	99.8	-	0.2	3/	-	0.5	0.2
Middle Atlantic	98.9	99.0	98.9	0.7	0.2	0.6	0.4	0.8	0.5
E. North Central	99.4	93.0	96.9	0.4	4.1	1.8	0.2	2.9	1.3
W. North Central	99.8	89.5	93.3	-	7.3	4.6	0.2	3.2	2.1
South Atlantic	100.0	99.1	99.7	-	0.3	0.1	-	0.6	0.2
E. South Central	100.0	98.2	99.2	-	0.8	0.4	-	1.0	0.4
W. South Central	76.7	57.5	65.9	20.0	38.4	30.3	3.3	4.1	3.8
Mountain	94.9	92.0	93.0	-	4.9	3.2	5.1	3.1	3.8
Pacific	90.8	75.0	82.1	7.9	6.8	7.3	1.3	18.2	10.6
U. S. total	4/98.2	90.9	4/95.5	4/ 1.3	4.9	4/ 2.6	4/0.5	4.2	4/1.9

<sup>1/</sup> A complete analysis by producing areas and States to which juices were distributed appears in Appendix tables 4 and 6.

<sup>2/</sup> Distribution to Canadian warehouses is not included.

<sup>3/</sup> Less than .05 percent.

<sup>4/</sup> U. S. total includes some data which could not be broken down by types of juice for each region.

### Regional Purchases by Type of Citrus Juice and Producing Area

#### Grapefruit Juice

##### Chain-Store Buyers

Percentage distribution of sweetened and unsweetened grapefruit juice purchases by chain-store buyers from the three major producing areas is shown in table 12 and figure 4. Of the sweetened juice, about 83 percent of that purchased by chain-store buyers in all areas was from Florida, 14 percent from Texas, and approximately 3 percent from California-Arizona. Buyers in the New England area purchased all of their supply of sweetened from Florida, while those in the Middle Atlantic and South Atlantic regions bought 98 percent or more from that source, as is graphically shown in the left-hand circles in figure 4. Texas was the source of supply for almost two-thirds of the chain-store purchases of sweetened grapefruit juice in the West South

Central region, for more than half in the Mountain region, and about 43 percent in the Pacific region. For the latter two regions California-Arizona supplied substantial amounts, about 14 and 23 percent, respectively.

Table 12.- Percentages of sweetened and unsweetened grapefruit juice purchased by chain-store buyers from the three major producing areas by regions, 1946-47

Region	Sweetened			Unsweetened		
	Florida	Texas	California-Arizona	Florida	Texas	California-Arizona
	Percent	Percent	Percent	Percent	Percent	Percent
New England	100.0	-	-	87.6	12.4	-
Middle Atlantic	99.1	0.9	-	49.0	50.5	0.5
E. North Central	87.5	12.5	1/	22.4	77.5	0.1
W. North Central	73.3	26.7	-	20.2	79.8	1/
South Atlantic	98.2	1.8	-	98.5	1.5	-
E. South Central	80.0	20.0	-	49.8	50.2	-
W. South Central	34.3	65.7	-	0.7	99.3	-
Mountain	32.3	53.6	14.1	2.7	81.8	15.5
Pacific	34.2	42.9	22.9	8.4	39.5	52.1
Total 2/	82.5	14.3	3.2	32.2	59.8	8.0

1/ Less than .05 percent.

2/ Does not include data which could not be broken down by type of juice for each region.

Texas supplied almost 60 percent of the total unsweetened grapefruit juice purchased by chain-store buyers. As shown by the right-hand circles in figure 4, it supplied slightly more than 99 percent of the purchases made by buyers in the West South Central region, more than three-fourths in the East North Central, West North Central, and Mountain regions, as well as over half of the purchases made by chain-store buyers in the Middle Atlantic and East South Central regions. California-Arizona was the major source of supply for chain-store buyers of unsweetened grapefruit juice in the Pacific region, supplying more than half of the total purchases in that area.

#### Nonchain-Store Buyers

A similar analysis for the nonchain-store buyers indicates that the percentages of both sweetened and unsweetened grapefruit juice purchased from each producing area by all chain-store and nonchain-store buyers were comparable (table 13, figure 5). Florida supplied 80 percent, Texas about 19 percent, and California-Arizona slightly more than 1 percent of the sweetened grapefruit juice purchases of all nonchain-store buyers.

FIGURE 4

# PERCENTAGES OF SWEETENED AND UNSWEETENED GRAPEFRUIT JUICE PURCHASED BY CHAIN-STORE BUYERS FROM THE THREE MAJOR PRODUCING AREAS, BY REGIONS, 1946-47

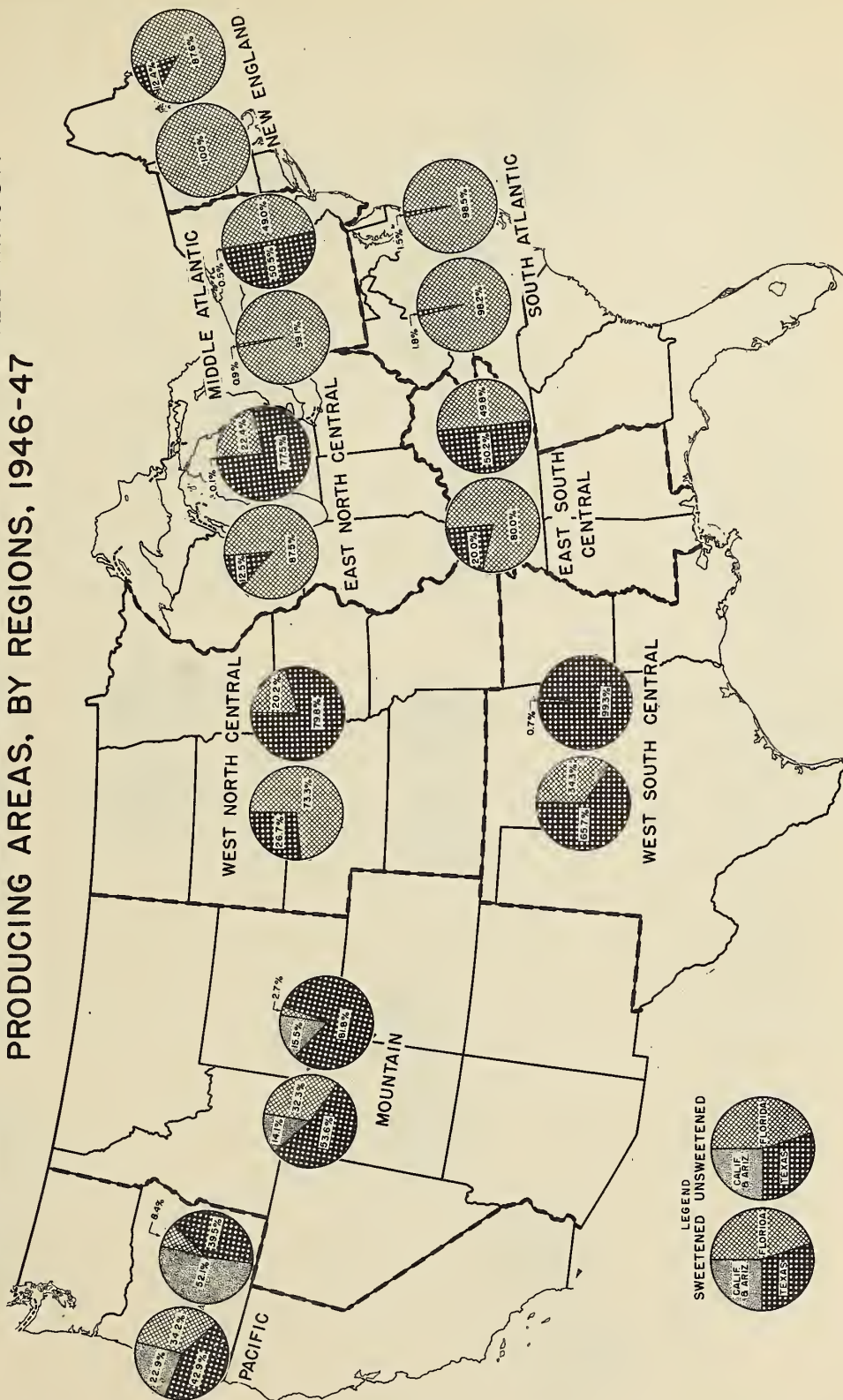


FIGURE 5

# PERCENTAGES OF SWEETENED AND UNSWEETENED GRAPEFRUIT JUICE PURCHASED BY NONCHAIN-STORE BUYERS FROM THE THREE MAJOR PRODUCING AREAS, BY REGIONS, 1946-47

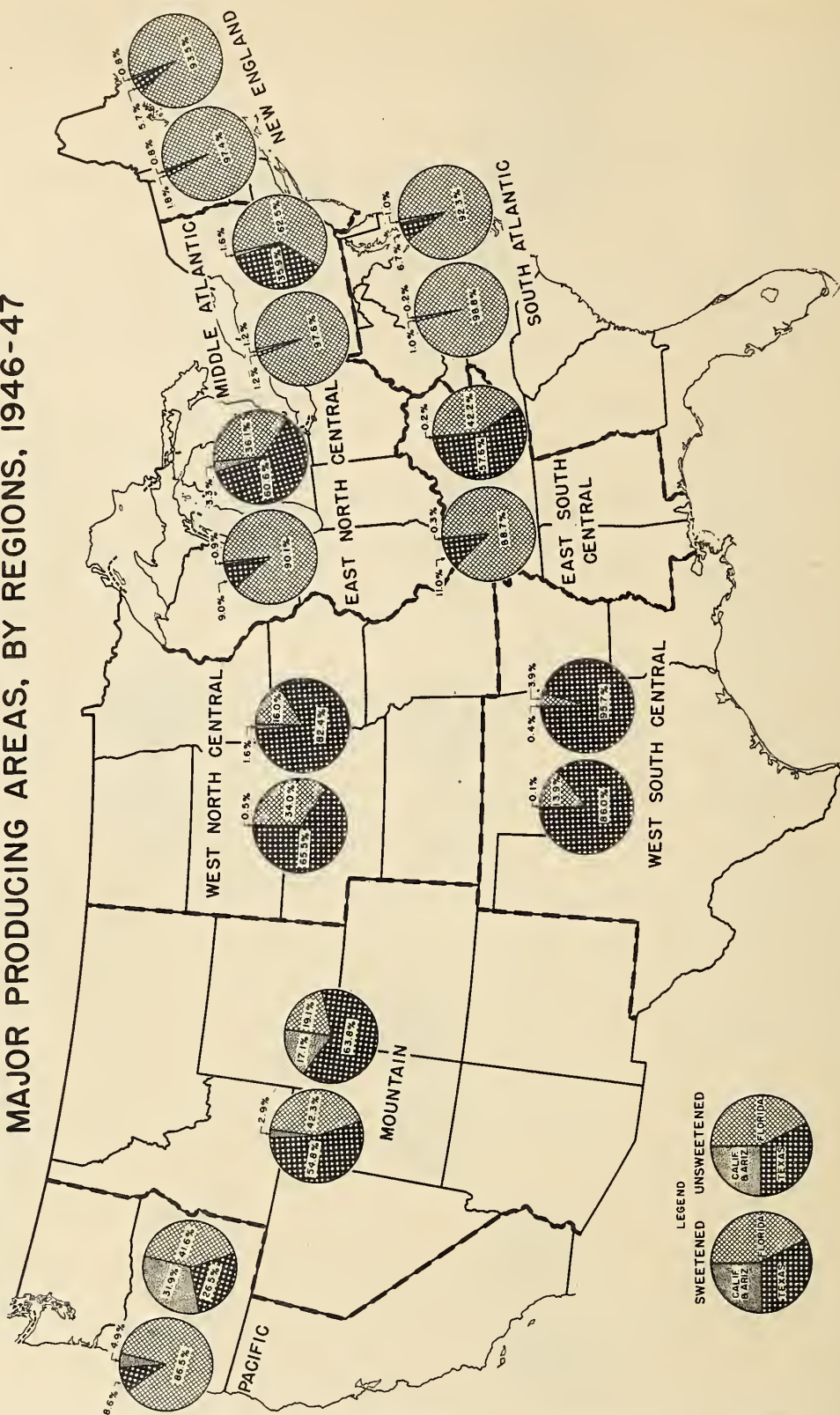


Table 13.- Percentages of sweetened and unsweetened grapefruit juice purchased by nonchain-store buyers from the three major producing areas by regions, 1946-47

Region	Sweetened			Unsweetened		
	Florida	Texas	California-Arizona	Florida	Texas	California-Arizona
	Percent	Percent	Percent	Percent	Percent	Percent
New England	97.4	1.8	0.8	93.5	5.7	0.8
Middle Atlantic	97.6	1.2	1.2	62.5	35.9	1.6
E. North Central	90.1	9.0	0.9	36.1	60.6	3.3
W. North Central	34.0	65.5	0.5	16.0	82.4	1.6
South Atlantic	98.8	1.0	0.2	92.3	6.7	1.0
E. South Central	88.7	11.0	0.3	42.2	57.6	0.2
W. South Central	13.9	86.0	0.1	3.9	95.7	0.4
Mountain	42.3	54.8	2.9	19.1	63.8	17.1
Pacific	86.5	8.6	4.9	41.6	26.5	31.9
Total	80.0	18.9	1.1	37.0	56.2	6.8

On a regional basis, however, the pattern varies somewhat. This is particularly true for the Pacific area, where nonchain-store buyers purchased about 87 percent of their sweetened grapefruit juice from Florida compared with 34 percent for chain-store buyers. In the West North Central region nonchain-store buyers purchased only 34 percent of their sweetened grapefruit juice from Florida compared with more than 73 percent for chain-store buyers. The major source of supply for nonchain-store buyers of sweetened grapefruit juice in the West North Central, West South Central and Mountain regions was Texas, as shown by the left-hand circles in figure 5. The percentages for nonchain-store buyers are close to those of chain-store buyers in the New England, Middle Atlantic, East North Central and South Atlantic regions where Florida supplied 90 percent or more of the sweetened juice purchased by nonchain-store buyers, and in the East South Central area where more than 80 percent came from Florida.

Of the unsweetened grapefruit juice purchased by nonchain-store buyers in all regions, Florida supplied 37 percent, Texas about 56 percent, and California-Arizona almost 7 percent. In the Mountain and Pacific areas nonchain-store buyers purchased a larger percentage of their supplies from Florida than was true for chain-store buyers in these two areas. Texas was the major source of supply for five regions: East North Central, West North Central, East South Central, West South Central, and Mountain as may be noted from the right-hand circles in figure 5. California-Arizona was the source of supply for almost a third of the purchases made by nonchain-store buyers in the Pacific region.

# Orange Juice

## Chain-Store Buyers

Table 14 and figure 6 show the percentages of sweetened and unsweetened orange juice purchased by chain-store buyers from the three major producing areas. More than 96 percent of the sweetened orange juice purchased

Table 14. - Percentages of sweetened and unsweetened orange juice purchased by chain-store buyers from the three major producing areas by regions, 1946-47

Region	Sweetened			Unsweetened		
	Florida	Texas	California-Arizona	Florida	Texas	California-Arizona
	Percent	Percent	Percent	Percent	Percent	Percent
New England	93.8	-	6.2	86.5	-	13.5
Middle Atlantic	97.3	2.1	0.6	72.3	0.7	27.0
E. North Central	93.0	0.1	6.9	80.6	1.3	18.1
W. North Central	98.0	0.3	1.7	87.0	0.3	12.7
South Atlantic	100.0	-	-	90.3	-	9.7
E. South Central	98.5	1.2	0.3	89.0	1.5	9.5
W. South Central	99.2	-	0.8	63.4	20.3	16.3
Mountain	96.2	-	3.8	64.8	15.9	19.3
Pacific	90.5	-	9.5	62.5	1.8	35.7
Total <u>1/</u>	96.1	0.7	3.2	77.9	2.4	19.7

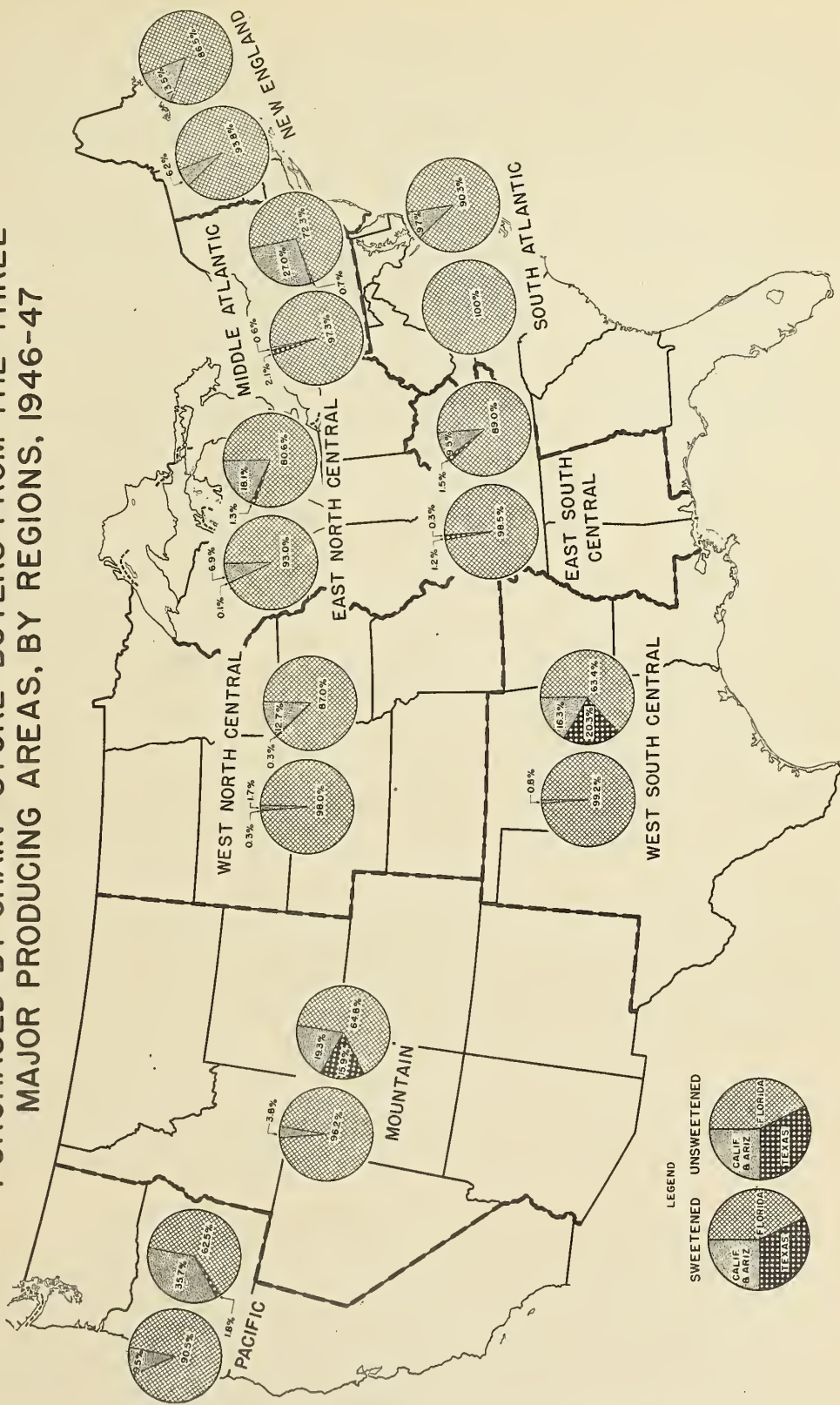
1/ Does not include data which could not be broken down by type of juice for each region.

by chain-store buyers in all areas came from Florida, less than 1 percent from Texas, and about 3 percent from California-Arizona. Of the unsweetened, 78 percent was purchased in Florida and almost 20 percent in California-Arizona. As mentioned earlier in this publication, Florida produced 88 percent of the total United States production of orange juice in 1946-47, while California-Arizona produced most of the balance.

The largest percentages of unsweetened orange juice purchased by chain-store buyers from the California-Arizona area were in the Pacific and the Middle Atlantic regions with 36 percent and 27 percent, respectively. Texas supplied between 15 and 20 percent of the purchases made by buyers in the West South Central and Mountain regions.

FIGURE 6

# PERCENTAGES OF SWEETENED AND UNSWEETENED ORANGE JUICE PURCHASED BY CHAIN-STORE BUYERS FROM THE THREE MAJOR PRODUCING AREAS, BY REGIONS, 1946-47





# Nonchain-Store Buyers

A similar analysis of nonchain-store buyers' purchases of sweetened and unsweetened orange juice is made in table 15 and figure 7. These buyers from all regions purchased about 96 percent of their sweetened orange juice from Florida, 3 percent from California-Arizona, and 1 percent from Texas, which is comparable to the chain-store percentages.

Table 15.- Percentages of sweetened and unsweetened orange juice purchased by nonchain-store buyers from the three major producing areas by regions, 1946-47

Region	Sweetened			Unsweetened		
	Florida	Texas	California-Arizona	Florida	Texas	California-Arizona
	Percent	Percent	Percent	Percent	Percent	Percent
New England	96.8	-	3.2	91.2	0.1	8.7
Middle Atlantic	97.2	0.1	2.7	69.6	0.1	30.3
E. North Central	95.1	0.6	4.3	69.3	1.2	29.5
W. North Central	93.8	1.4	4.8	72.3	2.9	24.8
South Atlantic	99.3	1/	0.7	94.0	0.2	5.8
E. South Central	99.7	0.3	1/	94.4	0.8	4.8
W. South Central	90.2	5.6	4.2	63.7	11.5	24.8
Mountain	91.9	-	8.1	55.3	2.9	41.8
Pacific	69.5	11.4	19.1	28.9	0.8	70.3
Total	95.6	1.1	3.3	65.9	1.6	32.5

1/ Less than .05 percent.

Buyers in the New England, Middle Atlantic, South Atlantic, East North Central, and East South Central regions purchased 95 percent or more of their sweetened orange juice from Florida, as shown by the left-hand circles in figure 7. The smallest percentage of purchases from Florida was by buyers in the Pacific area, who purchased over 19 percent from California-Arizona, and more than 11 percent from Texas.

Of the unsweetened orange juice purchased by nonchain-store buyers in all regions, almost two-thirds was purchased in Florida and most of the balance in California-Arizona.

On a regional basis, nonchain-store buyers in the Pacific area purchased by far the largest percentage of their total supply of unsweetened orange juice from California-Arizona. Nonchain-store buyers in the Mountain area purchased about 42 percent of their unsweetened orange juice from California-Arizona. Three of the other regions bought 90 percent or more of their unsweetened orange juice from Florida, and the remaining four geographic regions bought at least 60 percent or more from that source (see right-hand circles in figure 7).

## Blended Juice

### Chain-Store Buyers

Florida, which accounted for about 96 percent of the total United States production, supplied more than 99 percent of the sweetened blended juice and over 94 percent of the unsweetened bought by chain-store buyers in all areas (table 16 and figure 8). The largest percentage of blended juice from any other producing area was 4 percent of the unsweetened supplied by Texas.

Table 16.- Percentages of sweetened and unsweetened blended juice purchased by chain-store buyers from the three major producing areas by regions, 1946-47

Region	Sweetened			Unsweetened		
	Florida	Texas	California-Arizona	Florida	Texas	California-Arizona
	Percent	Percent	Percent	Percent	Percent	Percent
New England	100.0	-	-	100.0	-	-
Middle Atlantic	97.6	2.3	0.1	97.8	0.5	1.7
E. North Central	99.5	0.5	-	97.8	1.1	1.1
W. North Central	100.0	-	-	99.5	-	0.5
South Atlantic	100.0	-	-	100.0	-	-
E. South Central	100.0	-	-	100.0	-	-
W. South Central	97.6	2.4	-	69.2	26.3	4.5
Mountain	86.2	-	13.8	95.8	-	4.2
Pacific	99.9	-	0.1	83.9	13.9	2.2
Total <sup>1/</sup>	99.1	0.8	0.1	94.3	4.0	1.7

<sup>1/</sup> Does not include data which could not be broken down by type of juice for each region.

The regional percentages, for the most part, followed the same pattern as the totals for all areas, with three exceptions. In the Mountain region chain-store buyers purchased about 14 percent of their sweetened juice from California-Arizona, in the West South Central region they purchased more than 26 percent, and in the Pacific region about 14 percent of their unsweetened blended juice from Texas.

### Nonchain-Store Buyers

Percentages of blended juice purchased by nonchain-store buyers are shown in table 17 and figure 9. For nonchain-store buyers in all regions, Florida supplied about 95 percent, Texas 3 percent, and California-Arizona 2 percent of the sweetened blended juice; of the unsweetened, Florida supplied 85 percent, Texas about 8 percent, and California-Arizona 7 percent.

**FIGURE 7**  
**PERCENTAGES OF SWEETENED AND UNSWEETENED ORANGE JUICE**  
**PURCHASED BY NONCHAIN-STORE BUYERS FROM THE THREE**  
**MAJOR PRODUCING AREAS, BY REGIONS, 1946-47**

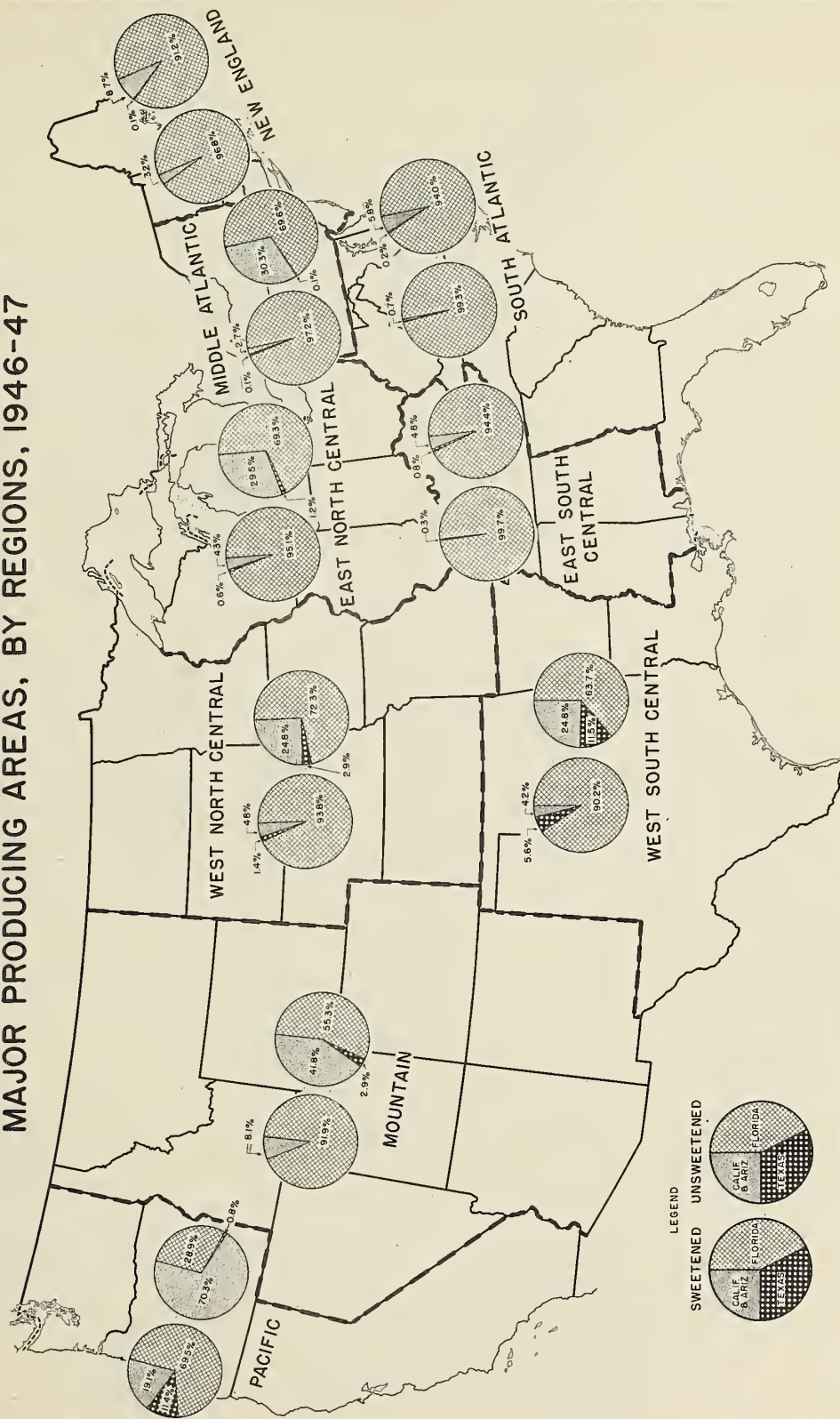


FIGURE 8  
 PERCENTAGES OF SWEETENED AND UNSWEETENED BLENDED JUICE  
 PURCHASED BY CHAIN-STORE BUYERS FROM THE THREE  
 MAJOR PRODUCING AREAS, BY REGIONS, 1946-47

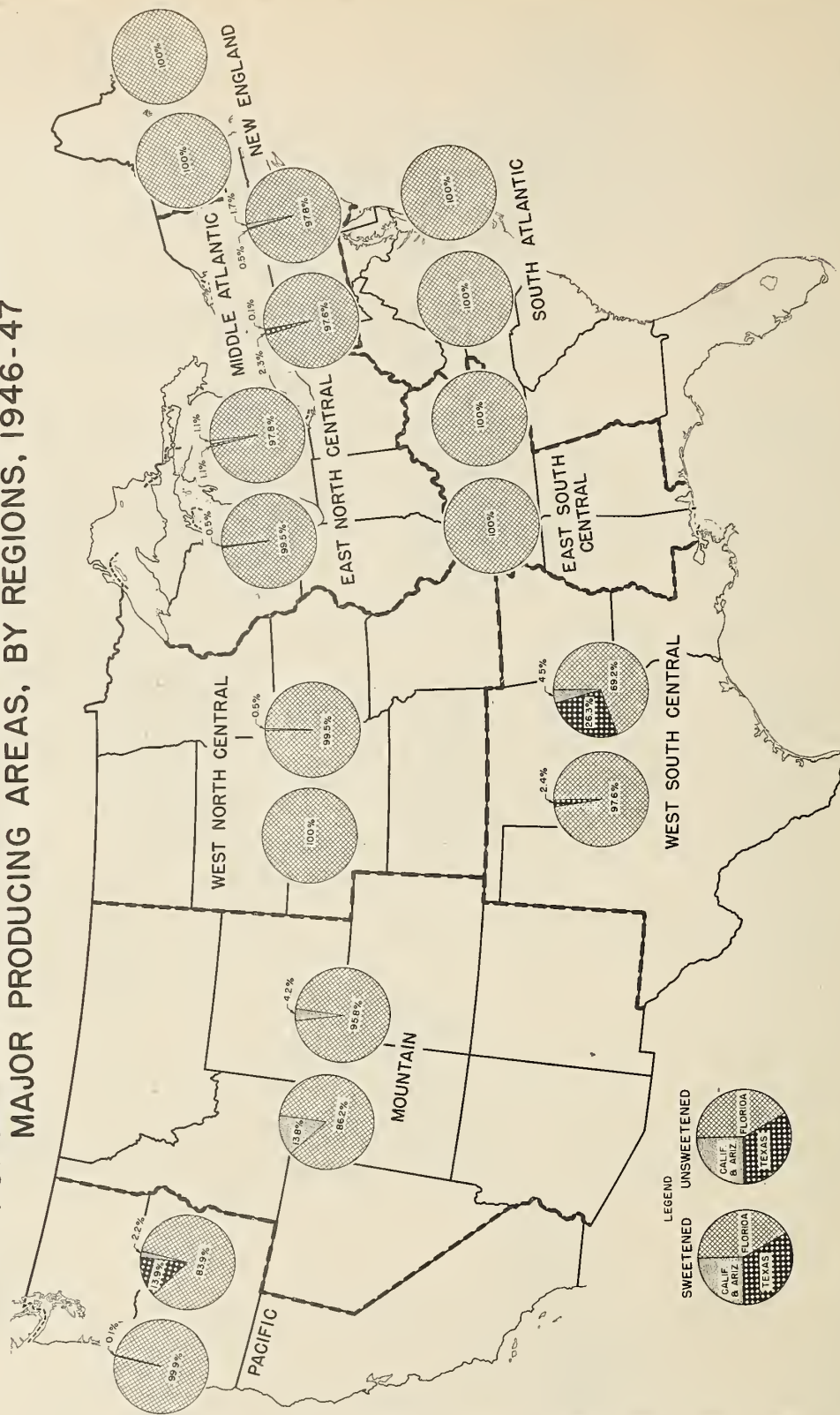


FIGURE 9

# PERCENTAGES OF SWEETENED AND UNSWEETENED BLENDED JUICE PURCHASED BY NONCHAIN-STORE BUYERS FROM THE THREE MAJOR PRODUCING AREAS, BY REGIONS, 1946-47

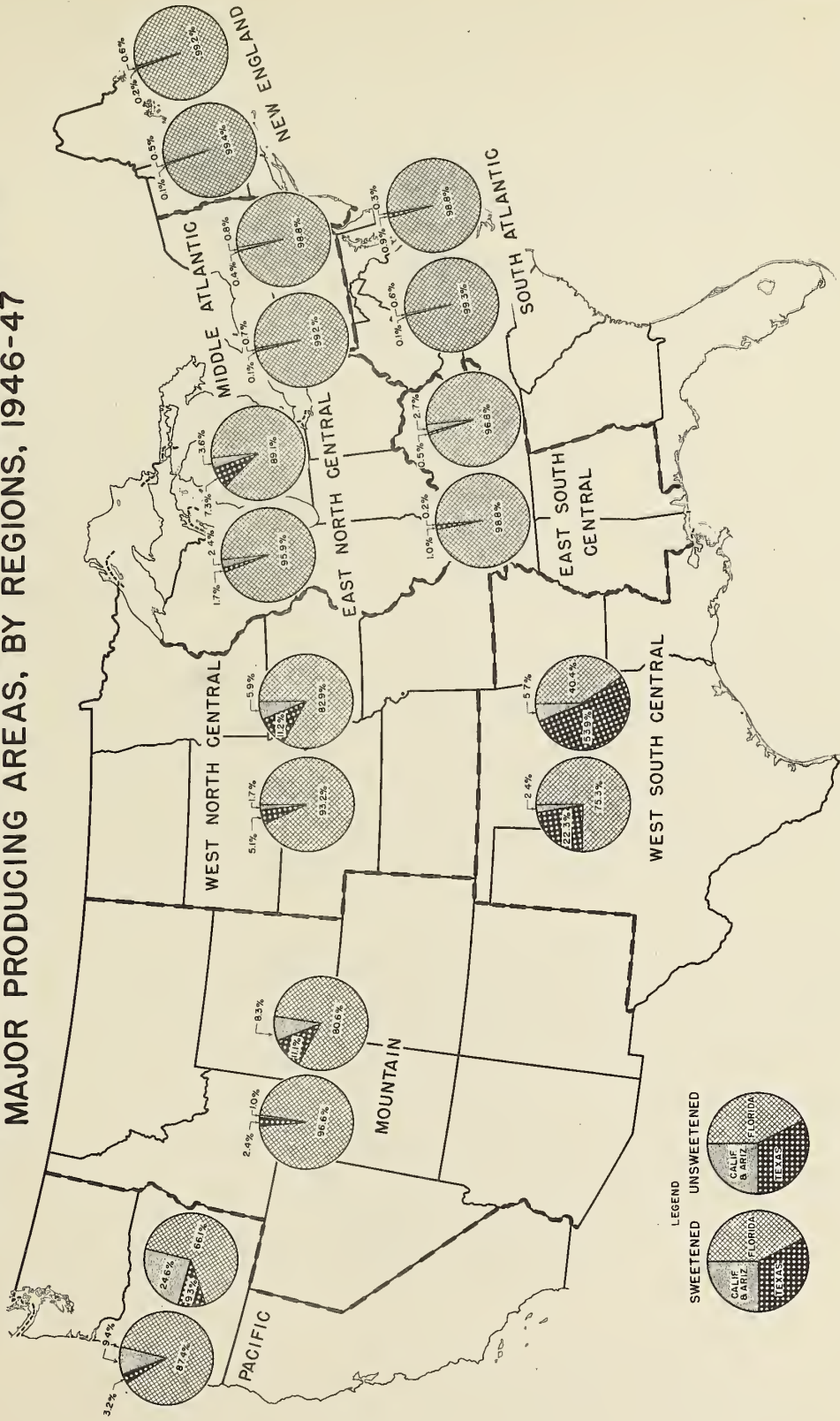




Table 17.- Percentages of sweetened and unsweetened blended juice purchased by nonchain-store buyers from the three major producing areas by regions, 1946-47

Region	Sweetened			Unsweetened		
	Florida	Texas	California-Arizona	Florida	Texas	California-Arizona
	Percent	Percent	Percent	Percent	Percent	Percent
New England	99.4	0.1	0.5	99.2	0.2	0.6
Middle Atlantic	99.2	0.1	0.7	98.8	0.4	0.8
E. North Central	95.9	1.7	2.4	89.1	7.3	3.6
W. North Central	93.2	5.1	1.7	82.9	11.2	5.9
South Atlantic	99.3	0.1	0.6	98.8	0.9	0.3
E. South Central	98.8	1.0	0.2	96.8	0.5	2.7
W. South Central	75.3	22.3	2.4	40.4	53.9	5.7
Mountain	96.6	2.4	1.0	80.6	11.1	8.3
Pacific	87.4	3.2	9.4	66.1	9.3	24.6
Total	95.3	2.6	2.1	85.0	8.1	6.9

On a regional basis, nonchain-store buyers in all regions bought more than 90 percent of their sweetened juice from Florida, with the exception of those in the West South Central and Pacific regions, as indicated by the left-hand circles in figure 9. In the West South Central region, only about three-fourths came from Florida, while more than 22 percent came from Texas, and the balance from California-Arizona. In the Pacific region nonchain-store buyers purchased slightly over 87 percent from Florida, over 3 percent from Texas, and more than 9 percent from California-Arizona.

Of the unsweetened blended juice purchased by nonchain-store buyers in the New England, Middle Atlantic, South Atlantic, and East South Central regions 97 percent or more came from Florida, as shown in the right-hand circles, figure 9. From this same source, 80 percent or more was purchased by buyers in the East North Central, West North Central, and Mountain areas. Texas, however, was the major source of supply for these buyers in the West South Central region, with about 54 percent of their purchases being made in that State. California-Arizona supplied an additional 6 percent. In the Pacific region nonchain-store buyers obtained slightly less than two-thirds of their purchases of unsweetened blended juice from Florida; a fourth of their purchases came from California-Arizona; and over 9 percent from Texas.

### Purchases of Other Canned Citrus Juices

The following discussion deals with wholesale buyers' purchases of tangerine, lemon, and lime juices and canned citrus concentrates.

#### Tangerine Juice

The total quantity of tangerine juice, sweetened and unsweetened, purchased by buyers reporting in this study amounted to approximately 664,000 cases as shown in table 18. <sup>3/</sup>

On a regional basis, about 47 percent, or very close to half of the total purchases reported, was distributed to warehouses in the Middle Atlantic region. The next important area, East North Central, took a little over a third as much--17 percent. Inasmuch as tangerine juice is produced by only a few firms, the regional distribution does not appear particularly significant.

#### Lemon and Lime Juices

Purchases of about 319,000 cases of lemon juice were reported, as shown in table 19. All of this juice came from California-Arizona, with the exception of a little over 2 percent which was purchased in Texas. Chain-store buyers took about 63 percent of all purchases reported. Purchases of lime juice amounted to about 33,000 cases (table 19). Chain-store buyers purchased 57 percent of the total for all areas.

About 31 percent of the combined purchases of lemon and lime juices made by all types of buyers was distributed to warehouses in the Middle Atlantic region. Slightly over a fifth went to warehouses in the East North Central region. No real significance can be attached to the regional distribution indicated because of the small quantity involved in the sample.

#### Canned Citrus Concentrate or Base

In response to question 8, "Do you purchase citrus juice concentrates?", 83 buyers reported that they purchased one or more kinds of canned citrus concentrate. Of these, 19 did not indicate the States from which they purchased their supplies nor the quantities they bought. Of the remaining 64, <sup>4/</sup>nine were chain-store buyers.

The California-Arizona area supplied 42 buyers with one or more kinds of canned concentrates. The source of concentrate supply for 22 other buyers was Florida. Texas appeared to be less important as a source of concentrate, as only two buyers indicated purchases from that source.

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<sup>3/</sup> Only the tangerine juice purchases reported from Florida are included in this analysis. About 1.6 percent of the total reported was purchased in California-Arizona and Texas.

<sup>4/</sup> Two of these buyers reported purchases of canned concentrate from more than one source.

Table 18.- Purchases of tangerine juice made by chain-store and nonchain-store buyers by regions, 1946-47  
(Hundreds of actual cases)

Region	Chain-store			Nonchain-store			Total		
	Sweetened	Unsweetened	Total	Sweetened	Unsweetened	Total	Sweetened	Unsweetened	Total
	Cases purchased: Cases purchased: Cases purchased:			Cases purchased: Cases purchased: Cases purchased:			Cases purchased: Cases purchased: Cases purchased:		
	Number:Percent	Number:Percent	Number:Percent	Number:Percent	Number:Percent	Number:Percent	Number:Percent	Number:Percent	Number:Percent
New England	91 : 71.7	36 : 28.3	127 : 100.0	140 : 64.2	78 : 35.8	218 : 100.0	345 : 100.0	345 : 100.0	5.2
Middle Atlantic	1682 : 91.9	149 : 8.1	1831 : 100.0	1183 : 91.4	112 : 8.6	1295 : 100.0	3126 : 100.0	3126 : 100.0	47.1
E. North Central	275 : 71.2	111 : 28.8	386 : 100.0	482 : 67.5	232 : 32.5	714 : 100.0	1100 : 100.0	1100 : 100.0	16.6
W. North Central	33 : 53.2	29 : 46.8	62 : 100.0	99 : 71.7	39 : 28.3	138 : 100.0	200 : 100.0	200 : 100.0	3.0
South Atlantic	272 : 87.7	38 : 12.3	310 : 100.0	257 : 82.6	54 : 17.4	311 : 100.0	621 : 100.0	621 : 100.0	9.4
E. South Central	33 : 97.1	1 : 2.9	34 : 100.0	111 : 57.8	81 : 42.2	192 : 100.0	226 : 100.0	226 : 100.0	3.4
W. South Central	75 : 83.3	15 : 16.7	90 : 100.0	135 : 87.1	20 : 12.9	155 : 100.0	245 : 100.0	245 : 100.0	3.7
Mountain	176 : 98.3	3 : 1.7	179 : 100.0	55 : 51.4	52 : 48.6	107 : 100.0	286 : 100.0	286 : 100.0	4.3
Pacific	143 : 87.7	20 : 12.3	163 : 100.0	179 : 55.4	144 : 44.6	323 : 100.0	486 : 100.0	486 : 100.0	7.3
U. S. total	2780 : 87.4	402 : 12.6	3182 : 100.0	2641 : 76.5	812 : 23.5	3453 : 100.0	6635 : 100.0	6635 : 100.0	100.0

Table 19.- Purchases of lemon and lime juices made by chain-store and nonchain-store buyers by regions, 1946-47

(Actual cases)

Region	Lemon juice 1/				Lime juice 2/				Total	
	Chain-store		Nonchain-store		Chain-store		Nonchain-store			
	Cases purchased		Cases purchased		Cases purchased		Cases purchased		Cases purchased	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
New England	48,942	87.5	6,975	12.5	460	13.6	2,920	86.4	59,297	16.9
Middle Atlantic	71,847	72.6	27,056	27.4	3,239	37.6	5,369	62.4	107,511	30.6
E. North Central	34,031	54.6	28,261	45.4	13,482	85.4	2,297	14.6	78,071	22.2
W. North Central	6,490	45.0	7,922	55.0	1,044	62.5	626	37.5	16,082	4.6
South Atlantic	13,194	85.5	2,240	14.5	35	4.1	812	95.9	16,281	4.6
E. South Central	850	36.2	1,500	63.8	40	4.6	825	95.4	3,215	0.9
W. South Central	1,869	18.5	8,250	81.5	451	39.8	682	60.2	11,252	3.2
Mountain	7,016	60.4	4,602	39.6	-	-	118	100.0	11,736	3.3
Pacific	15,154	31.7	32,611	68.3	-	-	375	100.0	48,140	13.7
U. S. total	199,393	62.5	119,417	37.5	18,751	57.2	14,024	42.8	351,585	100.0

1/ Unsweetened - 98.2 percent, sweetened - 1.8 percent.

2/ Unsweetened - 92.3 percent, sweetened - 7.7 percent.

## Frozen Citrus Concentrate and Single-Strength Juice

Only small purchases of frozen citrus concentrate and single-strength juice were reported. This may have been due principally to the lack of supplies. Frozen concentrates have been much better received than these purchases indicate.

### Frozen Concentrate

Only four buyers indicated that they were purchasing frozen citrus concentrate. Two of these were purchasing frozen orange concentrate from Florida, while the other two were purchasing from the California-Arizona area--one frozen orange, and the other frozen grapefruit concentrate.

### Frozen Single Strength Citrus Juices

Of the 21 buyers replying affirmatively to question 9, "Do you purchase any frozen single strength citrus juices?", six were chain-store buyers and 15 were nonchain-store buyers. On a percentage basis, this represented about 1 percent of all buyers included in the survey. Of the buyers replying who indicated source, 8 were purchasing their supplies from California and 4 from Florida.

### Reasons for Purchasing

An exploratory analysis was made of the reasons given by wholesale buyers for purchasing their citrus juices from the producing areas indicated. The number of buyers replying to this part of the questionnaire was small. Less than half of the chain-store buyers and slightly over half of the nonchain-store buyers indicated their reasons for purchasing canned citrus juice supplies where they did. The sample was further limited when an attempt was made to allocate the reasons stated to a specific kind or type of juice purchased by both chain-store and nonchain-store buyers located in selected markets. No detailed analysis of the reasons given, therefore, will be included in this report.

The reasons generally indicated both by chain-store and nonchain-store buyers for purchasing from the sources indicated included: (1) quality, (2) price, (3) brand, (4) availability, including accessibility to market and water transportation, (5) consumer demand, (6) broker representation, and (7) favorable freight rates. The order in which these reasons are listed here is not intended to indicate their relative importance.

### Brand Analysis

Question 4 on the citrus juice questionnaire was an optional one, which stated that the names of the three principal brands purchased by buyers in 1946-47 would be appreciated if they could be readily supplied. Information developed from the replies to this question is confidential. Packers of the brands receiving the greatest number of mentions will be advised of their standing and further information furnished, if requested, but only on their own brands.

Appendix

The following appendix tables show the number of cases of each kind and type of citrus juice, in hundreds of cases, delivered to warehouses of the buyers replying in each State and geographic region. The purchases from Florida and California-Arizona for two geographic regions and for each of the States in these two regions are shown in the top half of each page. In the lower half, the number of cases purchased from Texas and the total number of cases purchased from the three major producing areas combined are given for the same two geographic regions and their component States.



Table 1 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Unclassified 1/			Unsweetened			Unclassified 1/			Total			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
<b>Florida</b>																					
E. North Central	3243:	87.5:	1634:	22.4:	1713:	100.0:	6590:	51.9:	1:	2/	1:	5:	0.1:	-:	-:	6:	2/	-:	-:	-:	-:
Ohio	1362:	93.6:	471:	41.3:	667:	100.0:	2500:	76.7:	1:	0.1:	2:	2:	0.2:	-:	-:	3:	0.1:	-:	-:	-:	-:
Indiana	503:	67.2:	78:	22.7:	62:	100.0:	643:	55.7:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Illinois	597:	93.7:	376:	9.9:	451:	100.0:	1424:	29.2:	-:	-:	3:	0.1:	-:	-:	-:	3:	0.1:	-:	-:	-:	-:
Michigan	619:	89.3:	571:	40.5:	48:	100.0:	1238:	57.6:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Wisconsin	162:	92.6:	138:	23.3:	485:	100.0:	785:	62.6:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
W. North Central	648:	73.3:	474:	20.2:	200:	100.0:	1322:	38.5:	-:	-:	1:	2/	-:	-:	-:	1:	2/	-:	-:	-:	-:
Minnesota	8:	100.0:	338:	84.5:	-:	-:	346:	84.8:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Iowa	49:	79.0:	16:	4.1:	34:	100.0:	99:	20.5:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Missouri	495:	78.4:	107:	9.5:	166:	100.0:	768:	40.0:	-:	-:	1:	0.1:	-:	-:	-:	1:	0.1:	-:	-:	-:	-:
North Dakota	-:	-:	8:	100.0:	-:	-:	8:	100.0:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
South Dakota	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Nebraska	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Kansas	96:	52.5:	5:	3.1:	-:	-:	101:	29.2:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
<b>Texas</b>																					
E. North Central	464:	12.5:	5638:	77.5:	-:	-:	6102:	48.1:	3708:	100.0:	7277:	100.0:	1713:	100.0:	12698:	100.0:	100.0:	100.0:	100.0:	100.0:	100.0:
Ohio	92:	6.3:	666:	58.5:	-:	-:	758:	23.2:	1455:	100.0:	1139:	100.0:	667:	100.0:	3261:	100.0:	62:	100.0:	1154:	100.0:	100.0:
Indiana	245:	32.8:	266:	77.3:	-:	-:	511:	44.3:	748:	100.0:	344:	100.0:	451:	100.0:	4880:	100.0:	48:	100.0:	2150:	100.0:	100.0:
Illinois	40:	6.3:	3413:	90.0:	-:	-:	3453:	70.7:	637:	100.0:	3792:	100.0:	485:	100.0:	4880:	100.0:	48:	100.0:	2150:	100.0:	100.0:
Michigan	74:	10.7:	838:	59.5:	-:	-:	912:	42.4:	693:	100.0:	1409:	100.0:	485:	100.0:	1253:	100.0:	485:	100.0:	1253:	100.0:	100.0:
Wisconsin	13:	7.4:	455:	76.7:	-:	-:	468:	37.4:	175:	100.0:	593:	100.0:	200:	100.0:	3433:	100.0:	200:	100.0:	3433:	100.0:	100.0:
W. North Central	236:	26.7:	1874:	79.8:	-:	-:	2110:	61.5:	884:	100.0:	2349:	100.0:	34:	100.0:	408:	100.0:	34:	100.0:	482:	100.0:	100.0:
Minnesota	-:	-:	62:	15.5:	-:	-:	62:	15.2:	8:	100.0:	400:	100.0:	166:	100.0:	1919:	100.0:	166:	100.0:	1919:	100.0:	100.0:
Iowa	13:	21.0:	370:	95.9:	-:	-:	383:	79.5:	62:	100.0:	386:	100.0:	8:	100.0:	408:	100.0:	8:	100.0:	408:	100.0:	100.0:
Missouri	136:	21.6:	1014:	90.4:	-:	-:	1150:	59.9:	631:	100.0:	1122:	100.0:	8:	100.0:	8:	100.0:	8:	100.0:	8:	100.0:	100.0:
North Dakota	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
South Dakota	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Nebraska	-:	-:	270:	100.0:	-:	-:	270:	100.0:	-:	-:	270:	100.0:	-:	-:	270:	100.0:	-:	-:	270:	100.0:	100.0:
Kansas	87:	47.5:	158:	96.9:	-:	-:	245:	70.8:	183:	100.0:	163:	100.0:	-:	-:	346:	100.0:	-:	-:	346:	100.0:	100.0:

Table 1 (Cont'd)

(Hundreds of actual cases)

		: Sweetened			: Unsweetened			: Unclassified 1/2			: Total			: Sweetened			: Unsweetened			: Unclassified 1/2			: Total				
State and region		: Num-ber			: Per-cent			: Num-ber			: Per-cent			: Num-ber			: Per-cent			: Num-ber			: Per-cent				
		of	all	of	of	all	of	of	all	of	of	all	of	of	all	of	of	all	of	of	all	of	of	all			
				: cases			: areas			: cases			: areas			: cases			: areas			: cases			: areas		
				Florida												California-Arizona											
South Atlantic		1789	98.2	1334	98.5	1178	100.0	4301	98.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Delaware		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Maryland		-	-	-	-	179	100.0	179	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Dist. of Col.		-	-	442	99.3	-	-	442	99.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Virginia		239	95.2	146	100.0	100	100.0	485	97.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
West Virginia		159	93.0	26	96.3	93	100.0	278	95.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
North Carolina		93	100.0	75	100.0	252	100.0	420	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
South Carolina		415	100.0	69	100.0	-	-	484	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Georgia		414	98.1	153	90.5	323	100.0	890	97.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Florida		469	100.0	423	100.0	231	100.0	1123	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
E. South Central		561	80.0	159	49.8	259	100.0	979	76.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Kentucky		211	93.0	35	18.3	44	100.0	290	62.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Tennessee		270	84.1	106	96.4	-	-	376	87.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Alabama		80	52.6	18	100.0	215	100.0	313	81.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Mississippi		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
		Texas												Total - All Areas													
South Atlantic		32	1.8	20	1.5	-	-	52	1.2	1821	100.0	1354	100.0	1178	100.0	4353	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
Delaware		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Maryland		-	-	-	-	-	-	-	-	-	-	-	-	-	-	179	100.0	-	-	-	-	-	-	-			
Dist. of Col.		-	-	3	0.7	-	-	3	0.7	-	-	445	100.0	-	-	445	100.0	-	-	-	-	-	-	-			
Virginia		12	4.8	-	-	-	-	12	2.4	251	100.0	146	100.0	100	100.0	497	100.0	-	-	-	-	-	-	-			
West Virginia		12	7.0	1	3.7	-	-	13	4.5	171	100.0	27	100.0	93	100.0	291	100.0	-	-	-	-	-	-	-			
North Carolina		-	-	-	-	-	-	-	-	93	100.0	75	100.0	252	100.0	420	100.0	-	-	-	-	-	-	-			
South Carolina		-	-	-	-	-	-	-	-	415	100.0	69	100.0	-	-	484	100.0	-	-	-	-	-	-	-			
Georgia		8	1.9	16	9.5	-	-	24	2.6	422	100.0	169	100.0	323	100.0	914	100.0	-	-	-	-	-	-	-			
Florida		-	-	-	-	-	-	-	-	469	100.0	423	100.0	231	100.0	1123	100.0	-	-	-	-	-	-	-			
E. South Central		140	20.0	160	50.2	-	-	300	23.5	701	100.0	319	100.0	259	100.0	1279	100.0	-	-	-	-	-	-	-			
Kentucky		16	7.0	156	81.7	-	-	172	37.2	227	100.0	191	100.0	44	100.0	462	100.0	-	-	-	-	-	-	-			
Tennessee		51	15.9	4	3.6	-	-	55	12.8	321	100.0	110	100.0	-	-	431	100.0	-	-	-	-	-	-	-			
Alabama		72	47.4	-	-	-	-	72	18.7	152	100.0	18	100.0	215	100.0	385	100.0	-	-	-	-	-	-	-			
Mississippi		1	100.0	-	-	-	-	1	100.0	1	100.0	-	-	-	-	1	100.0	-	-	-	-	-	-	-			

Table 1(Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Unclassified			Total			Sweetened			Unsweetened			Unclassified			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
<b>Florida</b>																								
W. South Central	85	34.3	23	0.7	109	100.0	217	6.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	85	92.4	13	9.3	-	-	98	42.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Louisiana	-	-	-	-	93	100.0	93	18.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oklahoma	-	-	10	1.5	-	-	10	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas	-	-	-	-	16	100.0	16	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mountain	124	32.3	42	2.7	-	-	166	8.6	54	14.1	242	15.5	-	-	-	-	-	-	-	-	-	-	-	-
Montana	34	39.1	32	53.3	-	-	66	44.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Idaho	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wyoming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	31	27.7	-	-	-	-	31	2.6	15	13.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Mexico	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	-	-	1	0.6	-	-	1	0.6	1	100.0	146	94.8	-	-	-	-	-	-	-	-	-	-	-	-
Utah	59	32.1	9	3.6	-	-	68	15.6	38	20.6	96	37.9	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Texas</b>																								
W. South Central	163	65.7	3170	99.3	-	-	3333	93.9	248	100.0	3193	100.0	109	100.0	100.0	3550	100.0	-	-	-	-	-	-	-
Arkansas	7	7.6	127	90.7	-	-	134	57.8	92	100.0	140	100.0	-	-	-	232	100.0	-	-	-	-	-	-	-
Louisiana	-	-	402	100.0	-	-	402	81.2	-	-	402	100.0	93	100.0	100.0	495	100.0	-	-	-	-	-	-	-
Oklahoma	-	-	641	98.5	-	-	641	98.5	-	-	651	100.0	-	-	-	651	100.0	-	-	-	-	-	-	-
Texas	156	100.0	2000	100.0	-	-	2156	99.3	156	100.0	2000	100.0	16	100.0	100.0	2172	100.0	-	-	-	-	-	-	-
Mountain	206	53.6	1276	81.8	-	-	1482	76.2	384	100.0	1560	100.0	-	-	-	1944	100.0	-	-	-	-	-	-	-
Montana	53	60.9	28	46.7	-	-	81	55.1	87	100.0	60	100.0	-	-	-	147	100.0	-	-	-	-	-	-	-
Idaho	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wyoming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	66	58.9	1093	100.0	-	-	1159	96.2	112	100.0	1093	100.0	-	-	-	1205	100.0	-	-	-	-	-	-	-
New Mexico	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	-	-	7	4.6	-	-	7	4.5	1	100.0	154	100.0	-	-	-	155	100.0	-	-	-	-	-	-	-
Utah	87	47.3	148	58.5	-	-	235	53.8	184	100.0	253	100.0	-	-	-	437	100.0	-	-	-	-	-	-	-
Nevada	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Total - All Areas

Table 1 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
	Florida																	
Pacific	611:	34.2:	343:	8.4:	100.0:	1038:	17.4:	409:	22.9:	2142:	52.1:	-:	-:	-:	2551:	42.6		
Washington	88:	18.3:	99:	12.6:	62:	249:	18.8:	32:	6.6:	30:	3.8:	-:	-:	-:	62:	4.6		
Oregon	176:	38.7:	48:	11.3:	-:	224:	25.5:	48:	10.5:	32:	7.5:	-:	-:	-:	80:	9.1		
California	347:	40.8:	196:	6.8:	22:	565:	15.0:	329:	38.6:	2080:	71.7:	-:	-:	-:	2409:	63.8		
U. S. total	11779:	82.5:	9768:	32.2:	11990:	33537:	59.3:	464:	3.2:	2435:	8.0:	-:	-:	-:	2899:	5.1		
	Texas																	
Pacific	768:	42.9:	1625:	39.5:	-:	2393:	40.0:	1788:	100.0:	4110:	100.0:	84:	100.0:	5982:	100.0			
Washington	362:	75.1:	655:	83.6:	-:	1017:	76.6:	482:	100.0:	784:	100.0:	62:	100.0:	1328:	100.0			
Oregon	231:	50.8:	344:	81.2:	-:	575:	65.4:	455:	100.0:	424:	100.0:	-:	-:	879:	100.0			
California	175:	20.6:	626:	21.5:	-:	801:	21.2:	851:	100.0:	2902:	100.0:	22:	100.0:	3775:	100.0			
U. S. total	2035:	14.3:	18105:	59.8:	-:	20140:	35.6:	14278:	100.0:	30308:	100.0:	11990:	100.0:	56576:	100.0			

1/ Data not supplied by type on warehouse basis.

2/ Less than .05 percent.



Table 2 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	of cases	cases	areas	of cases	cases	areas	of cases	cases	areas	of cases	cases	areas	of cases	cases	areas	of cases
Florida																		
E. North Central	1581	90.1	2295	36.1	3876	47.8	16	0.9	210	3.3	226	2.8						
Ohio	261	91.6	392	48.2	653	59.4	-	-	5	0.6	5	0.5						
Indiana	503	92.5	184	38.8	687	67.5	4	0.7	20	4.2	24	2.4						
Illinois	303	83.2	586	25.1	889	32.9	8	2.2	103	4.4	111	4.1						
Michigan	453	97.6	969	46.2	1422	55.5	1	0.2	80	3.8	81	3.2						
Wisconsin	61	62.9	164	26.1	225	31.0	3	3.1	2	0.3	5	0.7						
W. North Central	302	34.0	894	16.0	1196	18.5	5	0.5	87	1.6	92	1.4						
Minnesota	40	74.1	430	37.2	470	38.8	3	5.5	6	0.3	9	0.8						
Iowa	94	41.8	92	5.0	186	8.9	2	0.9	75	4.0	77	3.7						
Missouri	48	14.5	100	10.5	148	11.5	-	-	1	0.1	1	0.1						
North Dakota	1	100.0	57	20.2	58	20.5	-	-	1	0.4	1	0.4						
South Dakota	36	69.2	89	53.9	125	57.6	-	-	1	0.6	1	0.5						
Nebraska	51	85.0	104	19.5	155	26.1	-	-	3	0.6	3	0.5						
Kansas	32	19.4	22	3.6	54	6.9	-	-	-	-	-	-						
Texas																		
E. North Central	157	9.0	3846	60.6	4003	49.4	1754	100.0	6351	100.0	8105	100.0						
Ohio	24	8.4	417	51.2	441	40.1	285	100.0	814	100.0	1099	100.0						
Indiana	37	6.8	270	57.0	307	30.1	544	100.0	474	100.0	1018	100.0						
Illinois	53	14.6	1649	70.5	1702	63.0	364	100.0	2338	100.0	2702	100.0						
Michigan	10	2.2	1048	50.0	1058	41.3	464	100.0	2097	100.0	2561	100.0						
Wisconsin	33	34.0	462	73.6	495	68.3	97	100.0	628	100.0	725	100.0						
W. North Central	582	65.5	4589	82.4	5171	80.1	889	100.0	5570	100.0	6459	100.0						
Minnesota	11	20.4	720	62.3	731	60.4	54	100.0	1156	100.0	1210	100.0						
Iowa	129	57.3	1696	91.0	1825	87.4	225	100.0	1863	100.0	2088	100.0						
Missouri	284	85.5	851	89.4	1135	88.4	332	100.0	952	100.0	1284	100.0						
North Dakota	-	-	224	79.4	224	79.1	1	100.0	282	100.0	285	100.0						
South Dakota	16	30.8	75	45.5	91	41.9	52	100.0	165	100.0	217	100.0						
Nebraska	9	15.0	427	79.9	436	73.4	60	100.0	534	100.0	594	100.0						
Kansas	133	80.6	596	96.4	729	93.1	165	100.0	618	100.0	783	100.0						

Table 2 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened		Unsweetened		Total		Sweetened		Unsweetened		Total	
	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas
<b>Florida</b>												
South Atlantic	2127	98.8	1311	92.3	3438	96.2	4	0.2	15	1.0	19	0.5
Delaware	6	100.0	40	100.0	46	100.0	-	-	-	-	-	-
Maryland	63	94.0	31	55.3	94	76.4	-	-	8	14.3	8	6.5
Dist. of Col.	3	100.0	63	80.8	66	81.5	-	-	-	-	-	-
Virginia	263	93.6	180	94.7	443	94.0	4	1.4	2	1.1	6	1.3
West Virginia	173	100.0	136	97.9	309	99.0	-	-	1	0.7	1	0.3
North Carolina	547	100.0	100	95.2	647	99.2	-	-	-	-	-	-
South Carolina	336	98.8	55	71.4	391	93.8	-	-	-	-	-	-
Georgia	494	100.0	273	91.3	767	96.7	-	-	-	-	-	-
Florida	242	100.0	433	99.1	675	99.4	-	-	4	0.9	4	0.6
E. South Central	931	88.7	461	42.2	1392	65.0	3	0.3	2	0.2	5	0.2
Kentucky	207	95.0	93	53.1	300	79.4	-	-	-	-	-	-
Tennessee	416	86.0	242	37.4	658	58.2	-	-	-	-	-	-
Alabama	246	91.8	61	67.8	307	85.8	-	-	-	-	-	-
Mississippi	62	77.5	65	33.3	127	46.2	3	3.8	2	1.0	5	1.8
<b>Texas</b>												
South Atlantic	22	1.0	95	6.7	117	3.3	2153	100.0	1421	100.0	3574	100.0
Delaware	-	-	-	-	-	-	6	100.0	40	100.0	46	100.0
Maryland	4	6.0	17	30.4	21	17.1	67	100.0	56	100.0	123	100.0
Dist. of Col.	-	-	15	19.2	15	18.5	3	100.0	78	100.0	81	100.0
Virginia	14	5.0	8	4.2	22	4.7	281	100.0	190	100.0	471	100.0
West Virginia	-	-	2	1.4	2	0.7	173	100.0	139	100.0	312	100.0
North Carolina	-	-	5	4.8	5	0.8	547	100.0	105	100.0	652	100.0
South Carolina	4	1.2	22	28.6	26	6.2	340	100.0	77	100.0	417	100.0
Georgia	-	-	26	8.7	26	3.3	494	100.0	299	100.0	793	100.0
Florida	-	-	-	-	-	-	242	100.0	437	100.0	679	100.0
E. South Central	116	11.0	629	57.6	745	34.8	1050	100.0	1092	100.0	2142	100.0
Kentucky	11	5.0	67	41.9	78	20.6	218	100.0	160	100.0	378	100.0
Tennessee	68	14.0	405	62.6	473	41.8	484	100.0	647	100.0	1131	100.0
Alabama	22	8.2	29	32.2	51	14.2	268	100.0	90	100.0	358	100.0
Mississippi	15	18.7	128	65.7	143	52.0	80	100.0	195	100.0	275	100.0

Table 2 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened		Unsweetened		Total		Sweetened		Unsweetened		Total	
	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent
	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas
<u>Florida</u>												
W. South Central	112:	13.9:	184:	3.9:	296:	5.3:	1:	0.1:	21:	0.4:	22:	0.4
Arkansas	27:	29.3:	40:	16.3:	67:	19.8:	-	-	-	-	-	-
Louisiana	24:	16.6:	61:	16.3:	85:	16.4:	-	-	8:	2.1:	8:	1.5
Oklahoma	8:	44.4:	15:	4.9:	23:	7.1:	-	-	-	-	-	-
Texas	53:	9.6:	68:	1.8:	121:	2.8:	1:	0.2:	13:	0.3:	14:	0.3
Mountain	193:	42.3:	241:	19.1:	434:	25.3:	13:	2.9:	215:	17.1:	228:	13.3
Montana	44:	93.6:	41:	27.9:	85:	43.8:	-	-	-	-	-	-
Idaho	26:	100.0:	2:	5.6:	28:	45.2:	-	-	2:	5.6:	2:	3.2
Wyoming	9:	30.0:	4:	19.0:	13:	25.5:	-	-	1:	4.8:	1:	2.0
Colorado	35:	14.4:	80:	18.5:	115:	17.1:	-	-	3:	0.7:	3:	0.4
New Mexico	5:	45.5:	75:	34.1:	80:	34.6:	-	-	6:	2.7:	6:	2.6
Arizona	28:	80.0:	24:	11.4:	52:	21.2:	7:	20.0:	179:	85.3:	186:	75.9
Utah	40:	74.1:	15:	10.1:	55:	27.1:	2:	3.7:	-	-	2:	1.0
Nevada	6:	60.0:	-	-	6:	11.1:	4:	40.0:	24:	54.5:	28:	51.9
<u>Texas</u>												
W. South Central	696:	86.0:	4533:	95.7:	5229:	94.3:	809:	100.0:	4738:	100.0:	5547:	100.0
Arkansas	65:	70.7:	206:	83.7:	271:	80.2:	92:	100.0:	246:	100.0:	338:	100.0
Louisiana	121:	83.4:	306:	81.6:	427:	82.1:	145:	100.0:	375:	100.0:	520:	100.0
Oklahoma	10:	55.6:	293:	95.1:	303:	92.9:	18:	100.0:	308:	100.0:	326:	100.0
Texas	500:	90.2:	3728:	97.9:	4228:	96.9:	554:	100.0:	3809:	100.0:	4363:	100.0
Mountain	250:	54.8:	803:	63.8:	1053:	61.4:	456:	100.0:	1259:	100.0:	1715:	100.0
Montana	3:	6.4:	106:	72.1:	109:	56.2:	47:	100.0:	147:	100.0:	194:	100.0
Idaho	-	-	32:	88.8:	32:	51.6:	26:	100.0:	36:	100.0:	62:	100.0
Wyoming	21:	70.0:	16:	76.2:	37:	72.5:	30:	100.0:	21:	100.0:	51:	100.0
Colorado	208:	85.6:	349:	80.8:	557:	82.5:	243:	100.0:	432:	100.0:	675:	100.0
New Mexico	6:	54.5:	139:	63.2:	145:	62.8:	11:	100.0:	220:	100.0:	231:	100.0
Arizona	-	-	7:	3.3:	7:	2.9:	35:	100.0:	210:	100.0:	245:	100.0
Utah	12:	22.2:	134:	89.9:	146:	71.9:	54:	100.0:	149:	100.0:	203:	100.0
Nevada	-	-	20:	45.5:	20:	37.0:	10:	100.0:	44:	100.0:	54:	100.0
<u>Total - All Areas</u>												

Table 2 (Cont'd)  
(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
	Florida																	
Pacific	846:	86.5:	1952:	41.6:	2798:	49.3:	48:	4.9:	1499:	31.9:	1547:	27.3						
Washington	97:	80.8:	307:	41.3:	404:	46.8:	15:	12.5:	.8:	1.1:	23:	2.7						
Oregon	137:	65.2:	165:	62.2:	302:	63.6:	-	-	6:	2.3:	6:	1.3						
California	612:	94.4:	1480:	40.1:	2092:	48.3:	33:	5.1:	1485:	40.3:	1518:	35.0						
U. S. total	8187:	80.0:	11563:	37.0:	19750:	47.6:	113:	1.1:	2137:	6.8:	2250:	5.4						
	Texas																	
Pacific	84:	8.6:	1244:	26.5:	1328:	23.4:	978:	100.0:	4695:	100.0:	5673:	100.0						
Washington	8:	6.7:	428:	57.6:	436:	50.5:	120:	100.0:	743:	100.0:	863:	100.0						
Oregon	73:	34.8:	94:	35.5:	167:	35.1:	210:	100.0:	265:	100.0:	475:	100.0						
California	3:	0.5:	722:	19.6:	725:	16.7:	648:	100.0:	3687:	100.0:	4335:	100.0						
U. S. total	1936:	18.9:	17590:	56.2:	19526:	47.0:	10236:	100.0:	31290:	100.0:	41526:	100.0						

Total - All Areas

Table 3.- Orange juice purchases from producing areas, according to locations of chain-store warehouses, 1946-47  
(Hundreds of actual cases)

	: Sweetened : Unsweetened :Unclassified 1/: Total				: Sweetened : Unsweetened :Unclassified 1/: Total			
State and region	Num-ber : of all : cases :	Per- cent : of all : areas :	Num- ber : of : cases :	Per- cent : of all : areas :	Num- ber : of all : cases :	Per- cent : of all : areas :	Num- ber : of all : cases :	Per- cent : of all : areas :
California-Arizona								
New England	4100:	93.8:	952:	86.5:	2511:	100.0:	7563:	94.7:
Maine	461:	93.5:	-:	-:	408:	100.0:	869:	93.2:
New Hampshire	115:	93.5:	-:	-:	-:	-:	115:	93.5:
Vermont	-:	-:	-:	-:	-:	-:	-:	-:
Massachusetts	1980:	94.2:	886:	92.8:	1102:	100.0:	4048:	95.5:
Rhode Island	385:	93.4:	7:	20.0:	389:	100.0:	781:	93.4:
Connecticut	1159:	93.4:	59:	74.7:	532:	100.0:	1750:	94.5:
Middle Atlantic	4858:	97.3:	4547:	72.3:	10050:	100.0:	19455:	91.2:
New York	1865:	98.8:	2633:	76.4:	6011:	100.0:	10509:	92.7:
New Jersey	638:	99.7:	1557:	82.8:	1776:	100.0:	3971:	92.4:
Pennsylvania	2355:	95.4:	357:	37.1:	2263:	100.0:	4975:	87.4:
Texas								
New England	-:	-:	-:	-:	-:	-:	-:	-:
Maine	-:	-:	-:	-:	-:	-:	-:	-:
New Hampshire	-:	-:	-:	-:	-:	-:	-:	-:
Vermont	-:	-:	-:	-:	-:	-:	-:	-:
Massachusetts	-:	-:	-:	-:	-:	-:	-:	-:
Rhode Island	-:	-:	-:	-:	-:	-:	-:	-:
Connecticut	-:	-:	-:	-:	-:	-:	-:	-:
Middle Atlantic	105:	2.1:	47:	0.7:	-:	-:	152:	0.7:
New York	-:	-:	35:	1.0:	-:	-:	35:	0.3:
New Jersey	-:	-:	-:	-:	-:	-:	-:	-:
Pennsylvania	105:	4.3:	12:	1.2:	-:	-:	117:	2.0:
Total - All Areas								
New England	-:	-:	-:	-:	-:	-:	-:	-:
Maine	-:	-:	-:	-:	-:	-:	-:	-:
New Hampshire	-:	-:	-:	-:	-:	-:	-:	-:
Vermont	-:	-:	-:	-:	-:	-:	-:	-:
Massachusetts	-:	-:	-:	-:	-:	-:	-:	-:
Rhode Island	-:	-:	-:	-:	-:	-:	-:	-:
Connecticut	-:	-:	-:	-:	-:	-:	-:	-:
Middle Atlantic	105:	2.1:	47:	0.7:	-:	-:	152:	0.7:
New York	-:	-:	35:	1.0:	-:	-:	35:	0.3:
New Jersey	-:	-:	-:	-:	-:	-:	-:	-:
Pennsylvania	105:	4.3:	12:	1.2:	-:	-:	117:	2.0:

Table 3 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweatened			Unclassified 1/			Total			Sweetened			Unsweatened			Unclassified 1/			Total		
	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas	Num- ber of cases	Per- cent of all areas
<b>Florida</b>																								
E. North Central	2183	93.0	5159	80.6	4171	100.0	11513	89.1	161	6.9	1159	18.1	-	-	-	-	-	-	-	-	-	-	1320	10.2
Ohio	1017	88.7	1329	80.5	1064	100.0	3410	88.3	130	11.3	298	18.1	-	-	-	-	-	-	-	-	-	-	428	11.1
Indiana	224	100.0	567	89.7	363	100.0	1154	94.7	-	-	65	10.3	-	-	-	-	-	-	-	-	-	-	65	5.3
Illinois	834	99.2	1604	77.1	1706	100.0	4144	89.5	4	0.5	434	20.8	-	-	-	-	-	-	-	-	-	-	438	9.5
Michigan	108	80.0	1083	89.2	318	100.0	1509	90.5	27	20.0	117	9.6	-	-	-	-	-	-	-	-	-	-	144	8.6
Wisconsin	-	-	576	70.2	720	100.0	1296	84.1	-	-	245	29.8	-	-	-	-	-	-	-	-	-	-	245	15.9
W. North Central	340	98.0	1468	87.0	529	100.0	2337	91.2	6	1.7	215	12.7	-	-	-	-	-	-	-	-	-	-	221	8.6
Minnesota	18	78.3	362	88.9	-	-	380	88.4	5	21.7	45	11.1	-	-	-	-	-	-	-	-	-	-	50	11.6
Iowa	54	98.2	30	60.0	275	100.0	359	94.5	1	1.8	15	30.0	-	-	-	-	-	-	-	-	-	-	16	4.2
Missouri	105	100.0	796	87.1	254	100.0	1155	90.7	-	-	118	12.9	-	-	-	-	-	-	-	-	-	-	118	9.3
North Dakota	-	-	15	100.0	-	-	15	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	-	-	177	84.7	-	-	177	84.7	-	-	32	15.3	-	-	-	-	-	-	-	-	-	-	32	15.3
Kansas	163	99.4	88	94.6	-	-	251	97.7	-	-	5	5.4	-	-	-	-	-	-	-	-	-	-	5	1.9
<b>Texas</b>																								
E. North Central	3	0.1	81	1.3	-	-	84	0.7	2347	100.0	6399	100.0	4171	100.0	12917	100.0	-	-	-	-	-	-	-	-
Ohio	-	-	23	1.4	-	-	23	0.6	1147	100.0	1650	100.0	1064	100.0	3861	100.0	-	-	-	-	-	-	-	-
Indiana	-	-	-	-	-	-	-	-	224	100.0	632	100.0	363	100.0	1219	100.0	-	-	-	-	-	-	-	-
Illinois	3	0.3	43	2.1	-	-	46	1.0	841	100.0	2081	100.0	1706	100.0	4628	100.0	-	-	-	-	-	-	-	-
Michigan	-	-	15	1.2	-	-	15	0.9	135	100.0	1215	100.0	318	100.0	1663	100.0	-	-	-	-	-	-	-	-
Wisconsin	-	-	-	-	-	-	-	-	-	-	821	100.0	720	100.0	1541	100.0	-	-	-	-	-	-	-	-
W. North Central	1	0.3	5	0.3	-	-	6	0.2	347	100.0	1688	100.0	529	100.0	2564	100.0	-	-	-	-	-	-	-	-
Minnesota	-	-	-	-	-	-	-	-	23	100.0	407	100.0	-	-	430	100.0	-	-	-	-	-	-	-	-
Iowa	-	-	5	10.0	-	-	5	1.3	55	100.0	50	100.0	275	100.0	380	100.0	-	-	-	-	-	-	-	-
Missouri	-	-	-	-	-	-	-	-	105	100.0	914	100.0	254	100.0	1273	100.0	-	-	-	-	-	-	-	-
North Dakota	-	-	-	-	-	-	-	-	-	-	15	100.0	-	-	15	100.0	-	-	-	-	-	-	-	-
South Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	-	-	-	-	-	-	-	-	-	-	209	100.0	-	-	209	100.0	-	-	-	-	-	-	-	-
Kansas	1	0.6	-	-	-	-	1	0.4	164	100.0	93	100.0	-	-	257	100.0	-	-	-	-	-	-	-	-

Total - All Areas

Table 3 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Unclassified			Unsweetened			Unclassified			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
Florida																		
South Atlantic	2501	100.0	3314	90.3	1494	100.0	7309	95.4	-	-	355	9.7	-	-	355	4.6	-	-
Delaware	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	467	100.0	-	-	185	100.0	652	84.7	-	-	118	100.0	-	-	118	15.3	-	-
Dist. of Col.	12	100.0	849	92.1	-	861	92.2	-	-	-	73	7.9	-	-	73	7.8	-	-
Virginia	328	100.0	425	88.9	205	100.0	958	94.8	-	-	53	11.1	-	-	53	5.2	-	-
West Virginia	29	100.0	175	93.1	103	100.0	307	95.9	-	-	13	6.9	-	-	13	4.1	-	-
North Carolina	299	100.0	129	64.5	467	100.0	895	92.7	-	-	71	35.5	-	-	71	7.3	-	-
South Carolina	516	100.0	462	95.9	-	978	98.0	-	-	-	20	4.1	-	-	20	2.0	-	-
Georgia	555	100.0	219	96.9	294	100.0	1068	99.3	-	-	7	3.1	-	-	7	0.7	-	-
Florida	295	100.0	1055	100.0	240	100.0	1590	100.0	-	-	-	-	-	-	-	-	-	-
E. South Central	633	98.5	578	89.0	475	100.0	1686	95.4	2	0.3	62	9.5	-	-	62	3.6	-	-
Kentucky	25	100.0	229	89.5	144	100.0	398	93.6	-	-	27	10.5	-	-	27	6.4	-	-
Tennessee	91	91.9	321	91.7	-	412	91.8	-	-	-	19	5.4	-	-	19	4.2	-	-
Alabama	517	99.6	28	63.6	331	100.0	876	98.0	2	0.4	16	36.4	-	-	16	2.0	-	-
Mississippi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas																		
South Atlantic	-	-	-	-	-	-	-	-	2501	100.0	3669	100.0	1494	100.0	7664	100.0	-	-
Delaware	-	-	-	-	-	-	-	-	467	100.0	118	100.0	185	100.0	770	100.0	-	-
Maryland	-	-	-	-	-	-	-	-	12	100.0	922	100.0	-	-	934	100.0	-	-
Dist. of Col.	-	-	-	-	-	-	-	-	328	100.0	478	100.0	205	100.0	1011	100.0	-	-
Virginia	-	-	-	-	-	-	-	-	29	100.0	188	100.0	103	100.0	320	100.0	-	-
West Virginia	-	-	-	-	-	-	-	-	299	100.0	200	100.0	467	100.0	966	100.0	-	-
North Carolina	-	-	-	-	-	-	-	-	516	100.0	482	100.0	-	-	998	100.0	-	-
South Carolina	-	-	-	-	-	-	-	-	555	100.0	226	100.0	294	100.0	1075	100.0	-	-
Georgia	-	-	-	-	-	-	-	-	295	100.0	1055	100.0	240	100.0	1590	100.0	-	-
Florida	-	-	-	-	-	-	-	-	643	100.0	650	100.0	475	100.0	1768	100.0	-	-
E. South Central	8	1.2	100	1.5	-	13	1.0	-	25	100.0	256	100.0	144	100.0	425	100.0	-	-
Kentucky	-	-	-	-	-	-	-	-	99	100.0	350	100.0	-	-	449	100.0	-	-
Tennessee	8	8.1	10	2.9	-	18	4.0	-	519	100.0	44	100.0	331	100.0	894	100.0	-	-
Alabama	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mississippi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Total - All Areas

Texas

Table 3 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Unclassified			Total			Sweetened			Unsweetened			Unclassified			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
California-Arizona																								
W. South Central	766	99.2		757	63.4	234	100.0	1757	79.8		6	0.8		195	16.3							201	9.1	
Arkansas				215	97.3			215	97.3					6	2.7							6	2.7	
Louisiana				134	66.3	128	100.0	262	79.4															
Oklahoma	274	100.0		150	64.4			424	83.6					83	35.6							83	16.4	
Texas	492	98.8		258	47.9	106	100.0	856	74.9		6	1.2		106	19.7							112	9.8	
Mountain	102	96.2		666	64.8			768	67.7		4	3.8		199	19.3							203	17.9	
Montana	80	100.0		63	94.0			143	97.3					4	6.0							4	2.7	
Idaho																								
Wyoming																								
Colorado	8	100.0		323	49.2			331	49.8					170	25.9							170	25.6	
New Mexico																								
Arizona	12	100.0		140	95.9			152	96.2					6	4.1							6	3.8	
Utah	2	33.3		140	88.1			142	86.1		4	66.7		19	11.9							23	13.9	
Nevada																								
Texas																								
W. South Central				243	20.3			243	11.1		772	100.0		1195	100.0		234	100.0				2201	100.0	
Arkansas														221	100.0							221	100.0	
Louisiana				68	33.7			68	20.6					202	100.0		128	100.0				330	100.0	
Oklahoma											274	100.0		233	100.0							507	100.0	
Texas				175	32.4			175	15.3		498	100.0		539	100.0		106	100.0				1143	100.0	
Mountain				163	15.9			163	14.4		106	100.0		1028	100.0							1134	100.0	
Montana											80	100.0		67	100.0							147		
Idaho																								
Wyoming																								
Colorado				163	24.9			163	24.6		8	100.0		656	100.0							664	100.0	
New Mexico																								
Arizona											12	100.0		146	100.0							158	100.0	
Utah											6	100.0		159	100.0							165	100.0	
Nevada																								



Table 4. Orange juice purchases from producing areas, according to locations of nonchain-store warehouses, 1946-47

(Hundreds of actual cases)

State and region	Sweetened				Unsweetened				Total				Unsweetened				Total			
	Num-ber	Per-cent	of all	of areas	Num-ber	Per-cent	of all	of areas	Num-ber	Per-cent	of all	of areas	Num-ber	Per-cent	of all	of areas	Num-ber	Per-cent	of all	of areas
<u>Florida</u>																				
New England	1254	96.8			1699	91.2			2953	93.4			42	3.2	163	8.7	205	6.5		
Maine	350	97.5			128	87.1			478	94.5			9	2.5	19	12.9	28	5.5		
New Hampshire	121	100.0			41	82.0			162	94.7			-	-	9	18.0	9	5.3		
Vermont	141	100.0			107	100.0			248	100.0			-	-	-	-	-	-		
Massachusetts	567	94.8			964	89.9			1531	91.7			31	5.2	106	9.9	137	8.2		
Rhode Island	34	94.4			33	100.0			67	97.1			2	5.6	-	-	2	2.9		
Connecticut	41	100.0			426	93.6			467	94.2			-	-	29	6.4	29	5.8		
<u>California-Arizona</u>																				
Middle Atlantic	4901	97.2			3452	69.6			8353	83.5			134	2.7	1501	30.3	1635	16.4		
New York	3045	96.5			2567	67.9			5612	80.9			107	3.4	1209	32.0	1316	19.0		
New Jersey	399	98.5			247	78.7			646	89.8			4	1.0	65	20.7	69	9.6		
Pennsylvania	1457	98.4			638	73.8			2095	89.3			23	1.6	227	26.2	250	10.7		
<u>Texas</u>																				
New England	-	-			2	0.1			2	0.1			1296	100.0	1864	100.0	3160	100.0		
Maine	-	-			-	-			-	-			359	100.0	147	100.0	506	100.0		
New Hampshire	-	-			-	-			-	-			121	100.0	50	100.0	171	100.0		
Vermont	-	-			-	-			-	-			141	100.0	107	100.0	248	100.0		
Massachusetts	-	-			2	0.2			2	0.1			598	100.0	1072	100.0	1670	100.0		
Rhode Island	-	-			-	-			-	-			36	100.0	33	100.0	69	100.0		
Connecticut	-	-			-	-			-	-			41	100.0	455	100.0	496	100.0		
<u>Total - All Areas</u>																				
Middle Atlantic	5	0.1			5	0.1			10	0.1			5040	100.0	4958	100.0	9998	100.0		
New York	3	0.1			3	0.1			6	0.1			3155	100.0	3779	100.0	6934	100.0		
New Jersey	2	0.5			2	0.6			4	0.6			405	100.0	314	100.0	719	100.0		
Pennsylvania	-	-			-	-			-	-			1480	100.0	865	100.0	2345	100.0		

Table 4 (Cont'd)

(Hundreds of actual cases)

	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
State and region	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
California-Arizona																		
E. North Central	3425	95.1	3896	69.3	7321	79.4	155	4.3	1656	29.5	1811	19.6						
Ohio	679	95.1	552	78.3	1231	86.8	35	4.9	151	21.4	186	13.1						
Indiana	1018	97.4	244	70.7	1262	90.8	27	2.6	89	25.8	116	8.3						
Illinois	573	93.2	1362	56.6	1935	64.1	38	6.2	1023	42.5	1061	35.1						
Michigan	829	98.2	1223	81.4	2052	87.4	12	1.4	250	16.7	262	11.2						
Wisconsin	326	85.3	515	77.7	841	80.5	43	11.3	143	21.6	186	17.8						
Texas																		
W. North Central	3069	93.8	1701	72.3	4770	84.8	157	4.8	582	24.8	739	13.1						
Minnesota	297	85.1	382	73.0	679	77.9	45	12.9	138	26.4	183	21.0						
Iowa	984	96.9	274	60.0	1258	85.5	20	2.0	163	35.6	183	12.4						
Missouri	601	96.3	509	89.4	1110	93.1	22	3.5	50	8.8	72	6.0						
North Dakota	99	98.0	108	65.5	207	77.8	-	-	55	33.3	55	20.7						
South Dakota	176	94.1	111	65.7	287	80.6	11	5.9	54	31.9	65	18.3						
Nebraska	323	91.0	138	67.0	461	82.2	27	7.6	67	32.5	94	16.7						
Kansas	589	91.9	179	63.1	768	85.0	32	5.0	55	20.9	87	9.6						
Total - All Areas																		
E. North Central	20	0.6	69	1.2	89	1.0	3600	100.0	5621	100.0	9221	100.0						
Ohio	-	-	2	0.3	2	0.1	714	100.0	705	100.0	1419	100.0						
Indiana	-	-	12	3.5	12	0.9	1045	100.0	345	100.0	1390	100.0						
Illinois	4	0.6	21	0.9	25	0.8	615	100.0	2406	100.0	3021	100.0						
Michigan	3	0.4	29	1.9	32	1.4	844	100.0	1502	100.0	2346	100.0						
Wisconsin	13	3.4	5	0.7	18	1.7	382	100.0	663	100.0	1045	100.0						
W. North Central	46	1.4	69	2.9	115	2.1	3272	100.0	2352	100.0	5624	100.0						
Minnesota	7	2.0	3	0.6	10	1.1	349	100.0	523	100.0	872	100.0						
Iowa	11	1.1	20	4.4	31	2.1	1015	100.0	457	100.0	1472	100.0						
Missouri	1	0.2	10	1.8	11	0.9	624	100.0	569	100.0	1193	100.0						
North Dakota	2	2.0	2	1.2	4	1.5	101	100.0	165	100.0	266	100.0						
South Dakota	-	-	4	2.4	4	1.1	187	100.0	169	100.0	356	100.0						
Nebraska	5	1.4	1	0.5	6	1.1	355	100.0	206	100.0	561	100.0						
Kansas	20	3.1	29	11.0	49	5.4	641	100.0	263	100.0	904	100.0						

Table 4 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
Florida																		
South Atlantic	4938	99.3	1734	94.0	6672	97.8	33	0.7	108	5.8	141	2.1						
Delaware	3	100.0	26	83.9	29	85.3	-	-	5	16.1	5	14.7						
Maryland	229	100.0	74	88.1	303	96.8	-	-	10	11.9	10	3.2						
Dist. of Col.	6	100.0	96	88.5	102	60.0	-	-	68	41.5	68	40.0						
Virginia	898	99.0	128	97.3	1076	98.7	9	1.0	5	2.7	14	1.3						
West Virginia	491	96.8	287	96.3	778	96.6	15	3.0	8	2.7	23	2.9						
North Carolina	1384	99.6	273	97.2	1657	99.2	6	0.4	8	2.8	14	0.8						
South Carolina	864	100.0	96	100.0	960	100.0	-	-	-	-	-	-						
Georgia	822	99.6	298	100.0	1120	99.7	3	0.4	-	-	3	0.3						
Florida	241	100.0	406	99.0	647	99.4	-	-	4	1.0	4	0.6						
E. South Central	2955	99.7	720	94.4	3675	98.6	1	1/	37	4.8	38	1.0						
Kentucky	781	99.9	75	100.0	856	99.9	-	-	-	-	-	-						
Tennessee	970	99.3	415	98.6	1385	99.1	1	0.1	2	0.5	3	0.2						
Alabama	697	100.0	158	95.8	855	99.2	-	-	7	4.2	7	0.8						
Mississippi	507	99.8	72	70.6	579	94.9	-	-	28	27.4	28	4.6						
Texas																		
South Atlantic	1	1/	3	0.2	4	0.1	4972	100.0	1845	100.0	6817	100.0						
Delaware	-	-	-	-	-	-	3	100.0	31	100.0	34	100.0						
Maryland	-	-	-	-	-	-	229	100.0	84	100.0	313	100.0						
Dist. of Col.	-	-	-	-	-	-	6	100.0	164	100.0	170	100.0						
Virginia	-	-	-	-	-	-	907	100.0	183	100.0	1090	100.0						
West Virginia	1	0.2	3	1.0	4	0.5	507	100.0	298	100.0	805	100.0						
North Carolina	-	-	-	-	-	-	1390	100.0	281	100.0	1671	100.0						
South Carolina	-	-	-	-	-	-	864	100.0	96	100.0	960	100.0						
Georgia	-	-	-	-	-	-	825	100.0	298	100.0	1123	100.0						
Florida	-	-	-	-	-	-	241	100.0	410	100.0	651	100.0						
E. South Central	8	0.3	6	0.8	14	0.4	2964	100.0	763	100.0	3727	100.0						
Kentucky	1	0.1	-	-	1	0.1	782	100.0	75	100.0	857	100.0						
Tennessee	6	0.6	4	0.9	10	0.7	977	100.0	421	100.0	1398	100.0						
Alabama	-	-	-	-	-	-	697	100.0	165	100.0	862	100.0						
Mississippi	1	0.2	2	2.0	3	0.5	508	100.0	102	100.0	610	100.0						
Total - All Areas																		

Table 4 (Cont'd)

(Hundreds of actual cases)

[illegible]

Table 4 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
	Florida																	
Pacific	425:	69.5:	1254:	28.9:	1679:	33.9:	117:	19.1:	3058:	70.3:	3175:	64.0						
Washington	39:	73.6:	155:	30.5:	194:	34.5:	14:	26.4:	324:	63.6:	338:	60.2						
Oregon	115:	44.2:	93:	41.0:	208:	42.7:	75:	28.9:	134:	59.0:	209:	42.9						
California	271:	90.6:	1006:	27.9:	1277:	32.7:	28:	9.4:	2600:	72.0:	2628:	67.2						
U. S. total	24315:	95.6:	15907:	65.9:	40222:	81.1:	842:	3.3:	7830:	32.4:	8672:	17.5						
	Texas																	
Pacific	70:	11.4:	35:	0.8:	105:	2.1:	612:	100.0:	4347:	100.0:	4959:	100.0						
Washington	-:	-:	30:	5.9:	30:	5.3:	53:	100.0:	509:	100.0:	562:	100.0						
Oregon	70:	26.9:	-:	-:	70:	14.4:	260:	100.0:	227:	100.0:	487:	100.0						
California	-:	-:	5:	0.1:	5:	0.1:	299:	100.0:	3611:	100.0:	3910:	100.0						
U. S. total	290:	1.1:	396:	1.7:	686:	1.4:	25447:	100.0:	24133:	100.0:	49580:	100.0						

Total - All Areas

1/ Less than .05 percent.

Table 5.-- Blended juice purchases from producing areas, according to locations of chain-store warehouses, 1946-47  
(Hundreds of actual cases)

[illegible]

Table 5 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Unclassified 1/			Total			Sweetened			Unsweetened			Unclassified 1/			Total		
	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
	::																							
	Florida												California-Arizona											
E. North Central	2989	99.5	1532	97.8	2898	100.0	7449	99.4	-	-	-	17	1.1	-	-	-	-	-	-	-	-	17	0.2	-
Ohio	883	100.0	364	100.0	770	100.0	2017	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	431	100.0	3	100.0	250	100.0	684	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois	1066	98.8	873	99.1	1082	100.0	3021	99.3	-	-	-	1	0.1	-	-	-	-	-	-	-	-	1	2/	-
Michigan	489	99.8	18	64.3	289	100.0	796	98.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	120	100.0	274	94.5	507	100.0	901	98.3	-	-	-	16	5.5	-	-	-	-	-	-	-	-	16	1.7	-
W. North Central	569	100.0	607	99.5	470	100.0	1646	99.8	-	-	-	3	0.5	-	-	-	-	-	-	-	-	3	0.2	-
Minnesota	18	100.0	313	99.1	-	-	331	99.1	-	-	-	3	0.9	-	-	-	-	-	-	-	-	-	-	-
Iowa	47	100.0	36	100.0	175	100.0	258	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	352	100.0	130	100.0	295	100.0	777	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Dakota	-	-	12	100.0	-	-	12	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	31	100.0	95	100.0	-	-	126	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kansas	121	100.0	21	100.0	-	-	142	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Texas												Total - All Areas											
E. North Central	14	0.5	17	1.1	-	-	51	0.4	3003	100.0	1566	100.0	2898	100.0	7467	100.0	2017	100.0	684	100.0	3042	100.0	807	100.0
Ohio	-	-	-	-	-	-	-	-	883	100.0	364	100.0	770	100.0	2017	100.0	684	100.0	3	100.0	1082	100.0	807	100.0
Indiana	-	-	-	-	-	-	-	-	431	100.0	3	100.0	250	100.0	684	100.0	3	100.0	1082	100.0	807	100.0	807	100.0
Illinois	13	1.2	7	0.8	-	-	20	0.7	1079	100.0	881	100.0	1082	100.0	3042	100.0	1082	100.0	289	100.0	807	100.0	807	100.0
Michigan	1	0.2	10	35.7	-	-	11	1.4	490	100.0	28	100.0	289	100.0	807	100.0	289	100.0	507	100.0	917	100.0	917	100.0
Wisconsin	-	-	-	-	-	-	-	-	120	100.0	290	100.0	507	100.0	917	100.0	507	100.0	470	100.0	1649	100.0	1649	100.0
W. North Central	-	-	-	-	-	-	-	-	569	100.0	610	100.0	470	100.0	1649	100.0	470	100.0	316	100.0	334	100.0	334	100.0
Minnesota	-	-	-	-	-	-	-	-	18	100.0	316	100.0	-	-	334	100.0	-	-	36	100.0	258	100.0	258	100.0
Iowa	-	-	-	-	-	-	-	-	47	100.0	36	100.0	175	100.0	258	100.0	175	100.0	130	100.0	777	100.0	777	100.0
Missouri	-	-	-	-	-	-	-	-	352	100.0	130	100.0	295	100.0	777	100.0	295	100.0	12	100.0	12	100.0	12	100.0
North Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	-	-	-	-	-	-	-	-	31	100.0	95	100.0	-	-	126	100.0	-	-	31	100.0	95	100.0	95	100.0
Kansas	-	-	-	-	-	-	-	-	121	100.0	21	100.0	-	-	142	100.0	-	-	121	100.0	21	100.0	21	100.0

Table 5 (Cont'd)

(Hundreds of actual cases)

[illegible]

Table 5 (Cont'd)

(Hundreds of actual cases

[illegible]

Table 5 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Unclassified 1/			Unclassified 1/			Total			Total			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
Florida																					
Pacific	712:	99.9:	1174:	83.9:	346:	100.0:	2232:	90.8:	1:	0.1:	31:	2.2:	-:	-:	-:	32:	1.3:	-:	-:	-:	-:
Washington	337:	100.0:	70:	72.9:	263:	100.0:	670:	96.3:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
Oregon	149:	100.0:	168:	94.4:	-:	-:	317:	96.9:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:	-:
California	226:	99.6:	936:	83.2:	83:	100.0:	1245:	86.8:	1:	0.4:	31:	2.8:	-:	-:	-:	32:	2.2:	-:	-:	-:	-:
U. S. total	12576:	99.1:	9196:	94.3:	14560:	100.0:	36332:	98.2:	11:	0.1:	166:	1.7:	-:	-:	-:	177:	0.5:	-:	-:	-:	-:
Texas																					
Pacific	-:	-:	194:	13.9:	-:	-:	194:	7.9:	713:	100.0:	1399:	100.0:	346:	100.0:	2458:	100.0:	100.0:	-:	-:	-:	-:
Washington	-:	-:	26:	27.1:	-:	-:	26:	3.7:	337:	100.0:	96:	100.0:	263:	100.0:	696:	100.0:	100.0:	-:	-:	-:	-:
Oregon	-:	-:	10:	5.6:	-:	-:	10:	3.1:	149:	100.0:	178:	100.0:	-:	-:	327:	100.0:	100.0:	-:	-:	-:	-:
California	-:	-:	158:	14.0:	-:	-:	158:	11.0:	227:	100.0:	1125:	100.0:	83:	100.0:	1435:	100.0:	100.0:	-:	-:	-:	-:
U. S. total	102:	0.8:	390:	4.0:	-:	-:	492:	1.3:	12689:	100.0:	9752:	100.0:	14560:	100.0:	37001:	100.0:	100.0:	-:	-:	-:	-:

1/ Data not supplied by type on warehouse basis.

2/ Less than .05 percent.

Table 6.- Blended juice purchases from producing areas, according to locations of nonchain store warehouses, 1946-47  
(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all	Num- ber	Per- cent	of all
	cases:	areas:	cases:	cases:	areas:	cases:	cases:	areas:	cases:	cases:	areas:	cases:	cases:	areas:	cases:	cases:	areas:	cases:
	Florida																	
New England	839:	99.4:	99.3:	1684:	99.3:	4:	4:	0.5:	5:	0.6:	9:	0.5:	5:	0.6:	9:	0.5:	0.5	
Maine	144:	100.0:	100.0:	205:	100.0:	-	-	-	-	-	-	-	-	-	-	-	-	
New Hampshire	62:	100.0:	100.0:	82:	100.0:	-	-	-	-	-	-	-	-	-	-	-	-	
Vermont	97:	100.0:	100.0:	131:	100.0:	-	-	-	-	-	-	-	-	-	-	-	-	
Massachusetts	470:	98.9:	99.2:	991:	99.2:	4:	4:	0.9:	1:	0.2:	5:	0.5:	1:	0.2:	5:	0.5:	0.5	
Rhode Island	10:	100.0:	100.0:	14:	100.0:	-	-	-	-	-	-	-	-	-	-	-	-	
Connecticut	56:	100.0:	98.5:	261:	98.5:	-	-	-	4:	1.9:	4:	1.5:	4:	1.9:	4:	1.5:	1.5	
Middle Atlantic	3126:	99.2:	99.0:	5491:	99.0:	23:	23:	0.7:	20:	0.8:	43:	0.8:	20:	0.8:	43:	0.8:	0.8	
New York	1893:	99.2:	99.3:	3740:	99.3:	14:	14:	0.7:	7:	0.4:	21:	0.5:	7:	0.4:	21:	0.5:	0.5	
New Jersey	499:	99.6:	98.7:	610:	98.7:	-	-	-	1:	0.8:	1:	0.2:	1:	0.8:	1:	0.2:	0.2	
Pennsylvania	734:	98.8:	98.2:	1141:	98.2:	9:	9:	1.2:	12:	2.9:	21:	1.8:	12:	2.9:	21:	1.8:	1.8	
	Texas																	
New England	1:	0.1:	0.2:	3:	0.2:	-	-	100.0:	852:	100.0:	1696:	100.0:	852:	100.0:	1696:	100.0:	100.0	
Maine	-	-	-	-	-	-	-	100.0:	61:	100.0:	205:	100.0:	61:	100.0:	205:	100.0:	100.0	
New Hampshire	-	-	-	-	-	-	-	100.0:	20:	100.0:	82:	100.0:	20:	100.0:	82:	100.0:	100.0	
Vermont	-	-	-	-	-	-	-	100.0:	34:	100.0:	131:	100.0:	34:	100.0:	131:	100.0:	100.0	
Massachusetts	1:	0.2:	0.3:	3:	0.3:	-	-	100.0:	524:	100.0:	999:	100.0:	524:	100.0:	999:	100.0:	100.0	
Rhode Island	-	-	-	-	-	-	-	100.0:	4:	100.0:	14:	100.0:	4:	100.0:	14:	100.0:	100.0	
Connecticut	-	-	-	-	-	-	-	100.0:	209:	100.0:	265:	100.0:	209:	100.0:	265:	100.0:	100.0	
Middle Atlantic	3:	0.1:	0.2:	13:	0.2:	-	-	100.0:	2395:	100.0:	5547:	100.0:	2395:	100.0:	5547:	100.0:	100.0	
New York	1:	0.1:	0.2:	6:	0.2:	-	-	100.0:	1859:	100.0:	3767:	100.0:	1859:	100.0:	3767:	100.0:	100.0	
New Jersey	2:	0.4:	1.1:	7:	1.1:	-	-	100.0:	117:	100.0:	618:	100.0:	117:	100.0:	618:	100.0:	100.0	
Pennsylvania	-	-	-	-	-	-	-	100.0:	419:	100.0:	1162:	100.0:	419:	100.0:	1162:	100.0:	100.0	
	Total - All Areas																	

OFFICE  
OF THE  
COMMISSIONER  
OF REVENUE  
ALBANY, N. Y.

Table 6 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber of cases	Per-cent of all areas	Per-cent of all cases	Num-ber of cases	Per-cent of all areas	Per-cent of all cases	Num-ber of cases	Per-cent of all areas	Per-cent of all cases	Num-ber of cases	Per-cent of all areas	Per-cent of all cases	Num-ber of cases	Per-cent of all areas	Per-cent of all cases	Num-ber of cases	Per-cent of all areas	Per-cent of all cases
California-Arizona																		
E. North Central	2629	95.9	1799	89.1	4428	93.0	66	2.4	72	3.6	138	2.9						
Ohio	242	99.6	318	90.6	560	94.3	-	-	21	6.0	21	3.5						
Indiana	418	96.3	101	76.5	519	91.7	10	2.3	26	19.7	36	6.4						
Illinois	1246	94.6	493	97.0	1739	95.3	52	3.9	6	1.2	58	3.2						
Michigan	448	99.6	752	91.3	1200	94.2	1	0.2	10	1.2	11	0.9						
Wisconsin	275	92.3	135	66.5	410	81.8	3	1.0	9	4.4	12	2.4						
W. North Central	1636	93.2	839	82.9	2475	89.5	29	1.7	60	5.9	89	3.2						
Minnesota	290	86.5	262	92.6	552	89.3	19	5.7	9	3.2	28	4.5						
Iowa	654	95.9	146	76.4	800	91.7	5	0.7	4	2.1	9	1.0						
Missouri	107	95.5	117	75.0	224	83.6	-	-	9	5.8	9	3.4						
North Dakota	119	100.0	65	86.7	184	94.8	-	-	-	-	-	-						
South Dakota	90	100.0	76	81.7	166	90.7	-	-	17	18.3	17	9.3						
Nebraska	140	89.7	120	96.0	260	92.5	-	-	4	3.2	4	1.4						
Kansas	236	90.4	53	59.6	289	82.6	5	1.9	17	19.1	22	6.3						
Total - All Areas																		
E. North Central	47	1.7	147	7.3	194	4.1	2742	100.0	2018	100.0	4760	100.0						
Ohio	1	0.4	12	3.4	13	2.2	243	100.0	351	100.0	594	100.0						
Indiana	6	1.4	5	3.8	11	1.9	434	100.0	132	100.0	566	100.0						
Illinois	19	1.5	9	1.8	28	1.5	1317	100.0	508	100.0	1825	100.0						
Michigan	1	0.2	62	7.5	63	4.9	450	100.0	824	100.0	1274	100.0						
Wisconsin	20	6.7	59	29.1	79	15.8	298	100.0	203	100.0	501	100.0						
W. North Central	90	5.1	113	11.2	203	7.3	1755	100.0	1012	100.0	2767	100.0						
Minnesota	26	7.8	12	4.2	38	6.2	335	100.0	283	100.0	618	100.0						
Iowa	23	3.4	41	21.5	64	7.3	682	100.0	191	100.0	873	100.0						
Missouri	5	4.5	30	19.2	35	13.0	112	100.0	156	100.0	268	100.0						
North Dakota	-	-	10	13.3	10	5.2	119	100.0	75	100.0	194	100.0						
South Dakota	-	-	-	-	-	-	90	100.0	93	100.0	183	100.0						
Nebraska	16	10.3	1	0.8	17	6.1	156	100.0	125	100.0	281	100.0						
Kansas	20	7.7	19	21.3	39	11.1	261	100.0	89	100.0	350	100.0						

Table 6 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened			Unsweetened			Total			Sweetened			Unsweetened			Total		
	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all	Num-ber	Per-cent	of all
	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases	cases	areas	cases
	Florida																	
South Atlantic	1073	99.3		330	98.8		1403	99.1		7	0.6		1	0.3		8	0.6	
Delaware	8	100.0		29	100.0		37	100.0		-	-		-	-		-	-	
Maryland	109	97.3		9	100.0		118	97.5		3	2.7		-	-		3	2.5	
Dist. of Col.	32	94.1		46	100.0		78	97.5		2	5.9		-	-		2	2.5	
Virginia	277	99.3		51	100.0		328	99.4		2	0.7		-	-		2	0.6	
West Virginia	122	100.0		59	96.7		181	98.9		-	-		-	-		-	-	
North Carolina	269	100.0		37	100.0		306	100.0		-	-		-	-		-	-	
South Carolina	101	99.0		4	80.0		105	98.1		-	-		-	-		-	-	
Georgia	74	100.0		34	100.0		108	100.0		-	-		-	-		-	-	
Florida	81	100.0		61	98.4		142	99.3		-	-		1	1.6		1	0.7	
E. South Central	415	98.8		179	96.8		594	98.2		1	0.2		5	2.7		6	1.0	
Kentucky	121	100.0		14	100.0		135	100.0		-	-		-	-		-	-	
Tennessee	154	98.1		118	99.2		272	98.5		1	0.6		-	-		1	0.4	
Alabama	77	100.0		19	90.5		96	98.0		-	-		2	9.5		2	2.0	
Mississippi	63	96.9		28	90.3		91	94.8		-	-		3	9.7		3	3.1	
	Texas																	
South Atlantic	1	0.1		3	0.9		4	0.3		1081	100.0		334	100.0		1415	100.0	
Delaware	-	-		-	-		-	-		8	100.0		29	100.0		37	100.0	
Maryland	-	-		-	-		-	-		112	100.0		9	100.0		121	100.0	
Dist. of Col.	-	-		-	-		-	-		34	100.0		46	100.0		80	100.0	
Virginia	-	-		-	-		-	-		279	100.0		51	100.0		330	100.0	
West Virginia	-	-		2	3.3		2	1.1		122	100.0		61	100.0		183	100.0	
North Carolina	-	-		-	-		-	-		269	100.0		37	100.0		306	100.0	
South Carolina	1	1.0		1	20.0		2	1.9		102	100.0		5	100.0		107	100.0	
Georgia	-	-		-	-		-	-		74	100.0		34	100.0		108	100.0	
Florida	-	-		-	-		-	-		81	100.0		62	100.0		143	100.0	
E. South Central	4	1.0		1	0.5		5	0.8		420	100.0		185	100.0		605	100.0	
Kentucky	-	-		-	-		-	-		121	100.0		14	100.0		135	100.0	
Tennessee	2	1.3		1	0.8		3	1.1		157	100.0		119	100.0		276	100.0	
Alabama	-	-		-	-		-	-		77	100.0		21	100.0		98	100.0	
Mississippi	2	3.1		-	-		2	2.1		65	100.0		31	100.0		96	100.0	
	Total - All Areas																	

Table 6 (Cont'd)

(Hundreds of actual cases)

State and region	Sweetened		Unsweetened		Total		Sweetened		Unsweetened		Total	
	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent	Num-ber	Per-cent
	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas	of all cases	of all areas
	Florida											
W. South Central	382:	75.3:	213:	40.4:	595:	57.5:	12:	2.4:	30:	5.7:	42:	4.1:
Arkansas	12:	70.6:	15:	75.0:	27:	73.0:	-	-	3:	15.0:	3:	8.1:
Louisiana	59:	80.8:	54:	88.5:	113:	84.3:	1:	1.4:	1:	1.6:	2:	1.5:
Oklahoma	42:	80.8:	13:	37.2:	55:	63.2:	-	-	4:	11.4:	4:	4.6:
Texas	269:	73.7:	131:	31.9:	400:	51.5:	11:	3.0:	22:	5.3:	33:	4.3:
	California-Arizona											
Mountain	758:	96.6:	254:	80.6:	1012:	92.0:	8:	1.0:	26:	8.3:	34:	3.1:
Montana	175:	99.4:	43:	87.7:	218:	96.9:	1:	0.6:	2:	4.1:	3:	1.3:
Idaho	88:	100.0:	3:	37.5:	91:	94.8:	-	-	5:	62.5:	5:	5.2:
Wyoming	41:	100.0:	12:	92.3:	53:	98.1:	-	-	1:	7.7:	1:	1.9:
Colorado	207:	98.6:	119:	92.2:	326:	96.2:	3:	1.4:	-	-	3:	0.9:
New Mexico	47:	81.0:	47:	97.9:	94:	88.7:	-	-	-	-	-	-
Arizona	18:	81.8:	28:	63.6:	46:	69.7:	4:	18.2:	16:	36.4:	20:	30.3:
Utah	178:	95.7:	2:	50.0:	180:	94.7:	-	-	2:	50.0:	2:	1.1:
Nevada	4:	100.0:	-	-	4:	16.7:	-	-	-	-	-	-
	Texas											
W. South Central	113:	22.3:	284:	53.9:	397:	38.4:	507:	100.0:	527:	100.0:	1034:	100.0:
Arkansas	5:	29.4:	2:	10.0:	7:	18.9:	17:	100.0:	20:	100.0:	37:	100.0:
Louisiana	13:	17.8:	6:	9.9:	19:	14.2:	73:	100.0:	61:	100.0:	134:	100.0:
Oklahoma	10:	19.2:	18:	51.4:	28:	32.2:	52:	100.0:	35:	100.0:	87:	100.0:
Texas	85:	23.3:	258:	62.8:	343:	44.2:	365:	100.0:	411:	100.0:	776:	100.0:
	Total - All Areas											
Mountain	19:	2.4:	35:	11.1:	54:	4.9:	785:	100.0:	315:	100.0:	1100:	100.0:
Montana	-	-	4:	8.2:	4:	1.8:	176:	100.0:	49:	100.0:	225:	100.0:
Idaho	-	-	-	-	-	-	88:	100.0:	8:	100.0:	96:	100.0:
Wyoming	-	-	-	-	-	-	41:	100.0:	13:	100.0:	54:	100.0:
Colorado	-	-	10:	7.8:	10:	2.9:	210:	100.0:	129:	100.0:	339:	100.0:
New Mexico	11:	19.0:	1:	2.1:	12:	11.3:	58:	100.0:	48:	100.0:	106:	100.0:
Arizona	-	-	-	-	-	-	22:	100.0:	44:	100.0:	66:	100.0:
Utah	8:	4.3:	-	-	8:	4.2:	186:	100.0:	4:	100.0:	190:	100.0:
Nevada	-	-	20:	100.0:	20:	83.3:	4:	100.0:	20:	100.0:	24:	100.0:





UNITED STATES DEPARTMENT OF AGRICULTURE  
FARM CREDIT ADMINISTRATION  
WASHINGTON 25, D. C.

November 3, 1947

Dear Sir:

Citrus growers and their industry are seeking the answers to some urgent problems. You, as a buyer, can help the Department of Agriculture report to growers and processors through their organizations what needs to be done about some of these problems as you see them. If you will take a few minutes of your time to answer the questions on the enclosed form, I will pass along a summary of the replies, not revealing the identity of your firm.

Two copies of the form are enclosed so that you may retain a working copy for your files. There are, in all, eleven questions which I hope you will answer on the basis of your experience. Your prompt reply will help make it possible for citrus growers and canners to adjust their operations so as to give you and your customers more nearly what is wanted in citrus juices.

Please indicate in the space provided on the enclosed form, if you wish us to send you a copy of the report when it is available. For your convenience in making an early reply, I am enclosing a self-addressed envelope which requires no postage.

Very truly yours,

*Harry C. Hensley*

Harry C. Hensley  
Principal Agricultural Economist

Enclosures



# RESEARCH AND MARKETING ACT OF 1946 CONFIDENTIAL CITRUS JUICE SURVEY

BUDGET BUREAU  
NO. 110-4749  
APPROVAL EXPIRES  
DECEMBER 31, 1947

When Completed Return to  
Farm Credit Administration, U.S.D.A.  
Cooperative Research and Service Division  
Washington 25, D. C.

1. Please fill in below the approximate number of cases of canned single-strength citrus juice of each kind and type you purchased during the 1946-47 season which came from each of the leading citrus States:

KIND AND TYPE OF CITRUS JUICE	APPROXIMATE NUMBER OF CASES PURCHASED FROM			REASONS FOR PURCHASING FROM STATE(S) INDICATED
	FLORIDA	TEXAS	CALIF. ARIZONA	
GRAPEFRUIT:	SWEETENED			
	UNSWEETENED			
ORANGE:	SWEETENED			
	UNSWEETENED			
BLEND:	SWEETENED			
	UNSWEETENED			
LEMON:	SWEETENED			
	UNSWEETENED			
TANGERINE:	SWEETENED			
	UNSWEETENED			

2. Name in order of preference the principal factors of quality you look for in buying citrus juices.
3. What proportion of the canned citrus juices you purchased during the 1946-47 season was packed under: (1) buyer's labels? \_\_\_\_%; (2) packer's labels? \_\_\_\_%.
4. Names of the three principal brands purchased in 1946-47 would be appreciated if you can readily supply them: (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_.
5. Check your juice purchasing methods: (1) Packer's Sample \_\_\_\_; (2) U.S. Grade \_\_\_\_; (3) Packer's Sample and U.S. Grade \_\_\_\_; (4) Packer's Grade \_\_\_\_; (5) Buyer's Specification \_\_\_\_; (6) Other \_\_\_\_\_. (7) Which method do you most frequently use? \_\_\_\_\_.
6. In your purchasing, have you favored products processed in plants having U.S.D.A. Continuous Inspection? (Continuous Government inspection at the packer's plant as differentiated from Government inspection of samples) Yes \_\_\_\_; No \_\_\_\_\_. Explain \_\_\_\_\_.
7. What can size moves best for: (1) Grapefruit \_\_\_\_\_ (2) Orange \_\_\_\_\_ (3) Blend \_\_\_\_\_ (4) Lemon \_\_\_\_\_ (5) Tangerine \_\_\_\_\_.
8. Do you purchase citrus juice concentrates? Yes \_\_\_\_; No \_\_\_\_\_. If so, indicate approximate quantities (and units) purchased in 1946-47 from:

	CANNED CONCENTRATE OR BASE			FROZEN CONCENTRATE		
	FLORIDA	TEXAS	CAL.-ARIZ.	FLORIDA	TEXAS	CAL.-ARIZ.
ORANGE.....						
GRAPEFRUIT...						
LEMON.....						

9. Do you purchase any frozen single strength citrus juices? Yes \_\_\_\_; No \_\_\_\_\_. If so, indicate kind, quantity, (also units), and the State(s) from which purchased in 1946-47.
10. How can the markets be expanded for citrus juices? (Use reverse side or separate sheet for reply.)
11. Give us your ideas for increasing efficiency in distribution of citrus juices (use reverse side or separate sheet for reply.)
- Firm name \_\_\_\_\_ Address \_\_\_\_\_
- Your name \_\_\_\_\_ Title \_\_\_\_\_
- Do you wish us to mail you a summary of the reports received? Yes \_\_\_\_; No \_\_\_\_.

